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**BUILDING REVIEW**  
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***The ARCHITECT***

*May 1919 Volume XVII Number 5*  
*Twentyfive Cents*



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# *The* BUILDING REVIEW

VOL. XVII

SAN FRANCISCO, MAY 1919

No. 5

## *The ARCHITECT* COMPETITION FOR THE BANK OF ITALY

By SYLVAIN SCHNAITTACHER  
Professional Adviser.

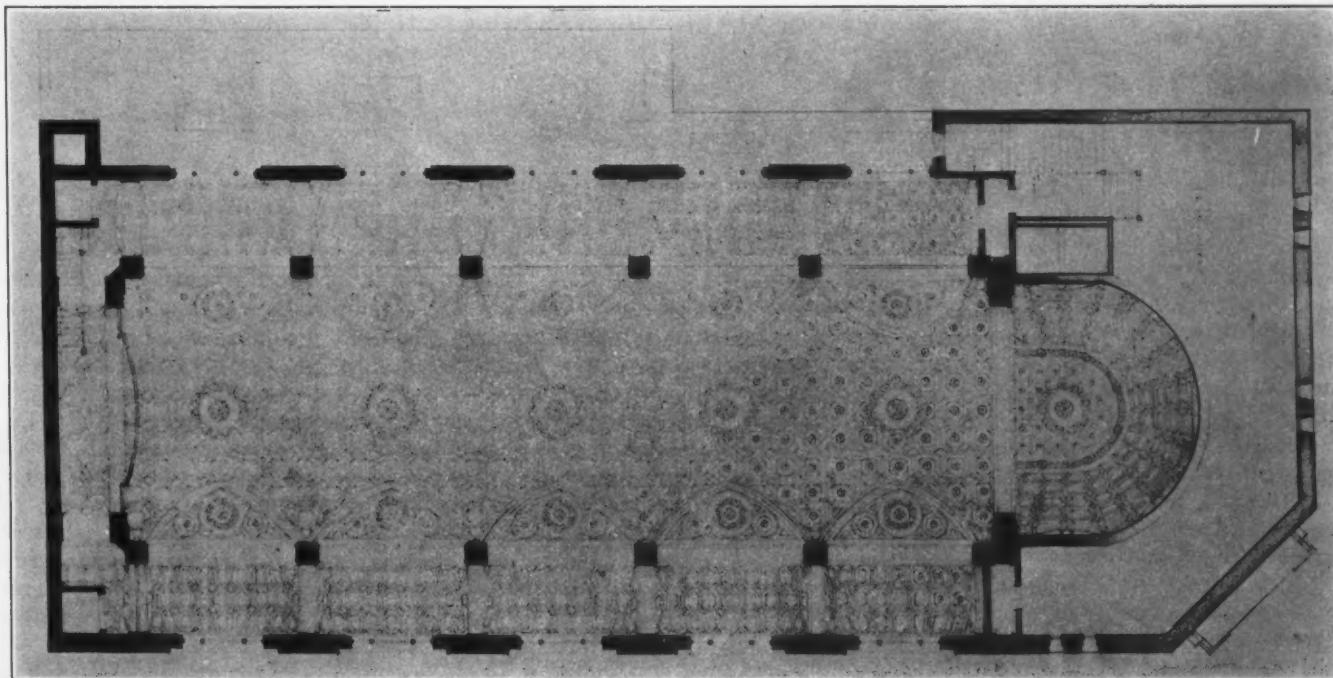
THE phenomenal growth of the Institution necessitating larger quarters and accommodations for the central offices of numerous branches, the Bank of Italy, through its officials, acquired the site at the northwest corner of Eddy and Powell Streets. The location is commanding and central, practically facing Market Street. It is at present occupied by the Techau Tavern. The lot has a frontage of sixty-five feet on Powell Street and one hundred and fifty feet on Eddy Street with a depth of seventy-five feet for the westerly half of the lot.

Shortly after purchasing the property, Mr. A. P. Giannini, President of the Bank, invited the leading architects of San Francisco to a conference for the purpose of advising with the Bank Officials as to a competition for the proposed building. As a result of the conference it was decided to hold a limited competition in accordance

with the Circular of Advice of the American Institute of Architects, and on December 17th, 1918, the professional adviser was appointed to draw up a program and supervise the details of the competition.

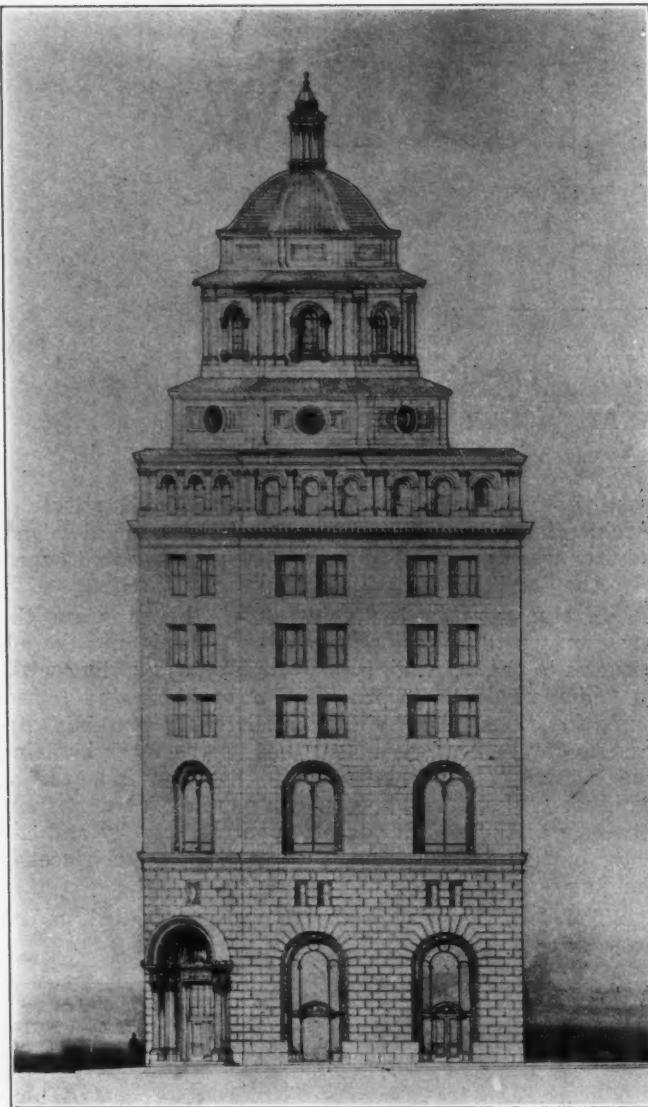
Preliminary to the drawing of the program the question was discussed between the Officials and the adviser as to the desirability of a high office building within which would be incorporated space dedicated to the bank functions or a building strictly for banking purposes. It was finally decided that it was more befitting the dignity of the Institution to have an independent building with no extraneous commercial features, particularly as the loss of space for entrance lobby and elevator batteries would seriously restrict the much needed banking space.

The following requirements were embodied in the program:



MEZZANINE FLOOR PLAN  
COMPETITION FOR THE BANK OF ITALY, SAN FRANCISCO  
EDGAR A. MATHEWS, Architect.

THE BUILDING REVIEW



POWELL STREET ELEVATION

COMPETITION FOR THE BANK OF ITALY, SAN FRANCISCO  
EDGAR A. MATHEWS, Architect.

Basement, to contain Safe Deposit Department, book and coin vaults, male employees' locker room, storage and heating and mechanical plant.

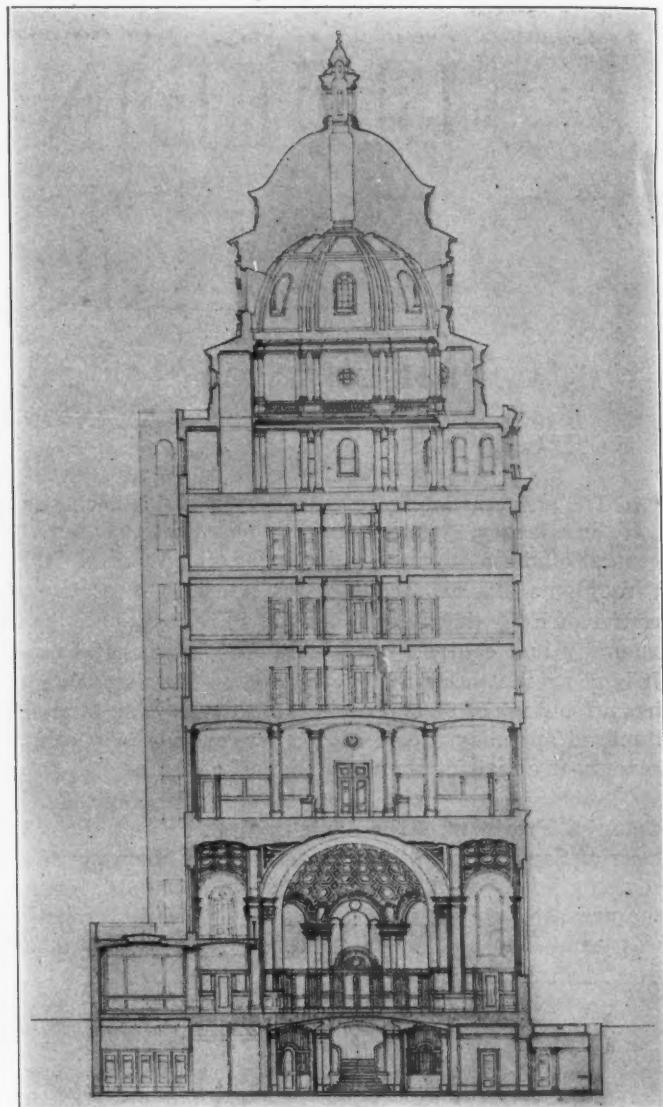
First floor—Main banking room with accommodations for savings and commercial departments and executive offices.

Second floor—Trust, Bond, Credit and Legal Departments and also a large Directors' Room.

Third, fourth and fifth floors were not assigned but are to be subdivided into offices for the heads of the various branch departments.

The sixth floor is devoted to women employees' rest room and locker room and an assembly room for the employees' welfare to seat about 300 people.

The program was approved by the San Francisco Sub-Committee on Competitions of the American Institute of Architects and was issued to the competitors on February 1st, 1919.

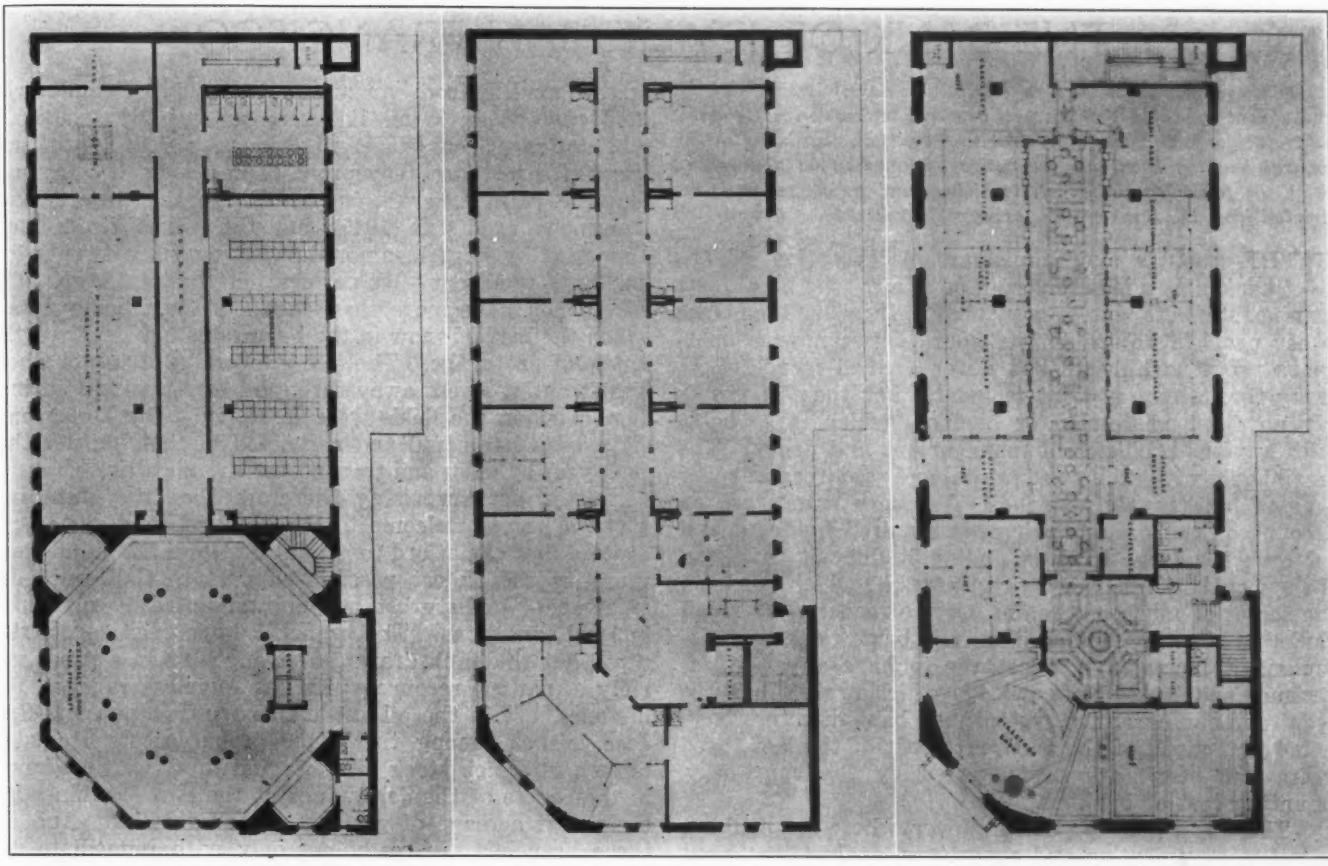


TRANVERSE SECTION

The Board of Directors of the Bank of Italy delegated to Messrs. A. P. Giannini, A. Pedrini, W. W. Woods, and L. Scatena, as a Building Committee, the authority to select an architect to prepare the plans and supervise the erection of the building. The following architects were invited to compete: Bakewell & Brown, Bliss & Faville, Edward T. Foulkes, R. F. Felchlin Company, Lewis P. Hobart, Wm. C. Hays, Edgar A. Mathews, Reid Brothers, Will D. Shea, Weeks & Day, Italo Zanolini.

The Jury of Award consisted of five members, three lay jurors to be selected by the Building Committee and two architects to be selected as follows: "Each competitor is to name not more than four architects of established reputation practicing on the Pacific Coast outside of San Francisco and who, in the opinion of the competitors, are eligible to serve on this jury. From the total of names so submitted, the adviser and Building Committee will select the names of two architects out of

THE BUILDING REVIEW



SIXTH FLOOR PLAN

THIRD FLOOR PLAN

SECOND FLOOR PLAN

COMPETITION FOR THE BANK OF ITALY, SAN FRANCISCO  
EDGAR A. MATHEWS, Architect.

the four names in which there has been the greatest concurrence." The nominations were by secret ballot and as a result thereof Messrs. David C. Allison of Los Angeles and Ellis F. Lawrence of Portland having been almost the unanimous choice of the competitors, were selected to act as the professional members of the jury. The lay jurors selected by the Bank were Messrs. A. P. Giannini, P. C. Hale and James A. Bacigalupi.

The problem as set forth in the program was as follows:

"It is the purport of the competition to secure for the Bank of Italy a building of brilliant design that shall express the character of the Institution, representing as it does the home of a dominant organization with numerous branches. The competitors may exercise the widest latitude in architectural expression and the use of materials consistent with the viewpoint of practical accommodation to the needs of the Institution and adaptability for durable and fire-resisting construction." For the purpose of the competition the cost of the building was not to exceed \$500,000 on the basis of 42c per cubic foot. The adviser felt that in the preparation of the drawings the competitors should have the greatest liberty consistent with a reasonable degree of uniformity in presentation and rendering, and therefore the competitors were permitted to use either India ink or pencil for all line drawing. India ink or water color black could be used in rendering elevations and perspectives and to in-

dicate the solids on plans and sections. It was particularly requested that all rendering be done with simplicity of effect, with the exception that on the elevations and perspectives the competitor was at liberty to indicate polychrome treatment by the use of water color. The usual shadows and plan indications were called for. White Whatman or similar paper or tracing paper, mounted on cardboard was permitted. Drawings were to be of a uniform size—25" x 38". A typewritten statement not exceeding 500 words was also permitted. The Schedule of Proper Minimum Charges of the American Institute of Architects was made part of the program. The date fixed for the receipt of the drawings was April 2d. The jury convened on April 3d. and made their decision at noon on April 4th. In accordance with the unanimous decision of the jury, and the terms of the program, Messrs. Bliss & Faville were awarded the commission as architects for the building and Messrs. Weeks & Day, Edgar A. Mathews, Bakewell & Brown and Reid Brothers received a prize of one thousand dollars each. Quoting the report of the jury concerning the winning design "The conception is one of great simplicity, of marked dignity and strength and the plan offers a most noble banking interior."

It is due to the officials of the Bank of Italy that mention should be made of their spirit of fairness and the generous treatment accorded all concerned with this competition.

## THE BANK OF ITALY, SAN FRANCISCO

*The significance of the Bank of Italy as an institution, and the consequent importance of an architectural expression of breadth, restraint, and dignity in a structure built as the home of its central banking house and executive offices, may be appreciated from the following outline of its history and policy, which is reprinted from the Banker's Magazine of March 1918.*

THE popular and persistent misconception of the banker as a leisurely man of affairs who breakfasts at nine, starts for his country club at three, and manages other people's affairs in the hours between with enormous profit to himself, has never seemed more full of irony than at the present moment. For there is probably no other profession or business which is so beset with anxious problems of management and policy. The small bank, with its limited capital and resources, is being pressed hard by the demands of modern enterprise, on account of the costly equipment required by farm and factory; the large bank is finding it difficult to retain the sympathetic intimacy with the public which has been the secret of much of the fine service rendered by small banks to country communities; the bank clerk has discovered it increasingly necessary to have a varied experience and technical knowledge which are not easy to acquire in our American system; and bank directors have found that much of the apparent profit of the last three years has been seriously depleted by the constantly mounting cost of banking.

There is a pressing demand everywhere for banking economy, organization and experience, an insistent need not only for banking resources large enough to keep pace with the huge requirements of modern industry, but also banking sympathy broad enough to compass the needs of thousands of small borrowers. And it is in answer to these demands that the Bank of Italy has developed its branch system.

Its originality does not consist in its policy of purchasing other banks. The absorption of small institutions by larger ones is part of a movement that has been gaining steadily in the United States during the last generation. The Bank of Italy has merely seized upon this tendency and turned it to the advantage of the public by retaining and developing banking services in every place where a bank has been absorbed. It is the only large institution in the United States which has established branches outside the limits of the city where the parent bank is located; the only institution which has placed its facilities within the reach of an entire state. It took imagination and initiative to develop a plan of such broad scope and usefulness. It took courage to adopt a policy upon which many American bankers had placed the stamp of their disapproval. But results have amply justified the step. The bank's growth in the space of thirteen years from resources of less than \$300,000 to resources of more than \$80,000,000 gives tangible evidence of the confidence and support of the California public.

But perhaps this almost unparalleled development is not due wholly to inspiration within the bank itself. For California, more than any other state in the Union, stands in need of a financial system that can rise above purely local depressions. It is not pre-eminently a grain state, nor a fruit state, nor a mineral state; but draws its

great wealth from an unusual variety of industries and raw products all liable to unexpected temporary fluctuations from different causes. The fruit sections, for instance, may profit from a long dry autumn; but the grain men will suffer. The bean growers made enormous profits in 1917; but the citrus fruits were damaged by heat in amounts varying from twenty-five per cent. to seventy-five per cent. of the total crop. The stock men have more than once sustained heavy losses when the lack of snow in the mountains has deprived the cattle of pasture. The rice growers have seen a whole year's outlay swept away through a north wind's springing up when the fields were in bloom. The lumbermen have been hampered and restricted in their output this past year by labor and transportation difficulties.

It is not surprising therefore that the state has given a hearty welcome to the Bank of Italy system; a system that can afford to give at all times and in all communities the fullest possible support to California development—undisturbed and uninterrupted by any purely local conditions. The branches have been so distributed that the bank draws its strength from a great variety of natural resources; its Los Angeles branches, for instance, are in the oil and citrus fruit section; its San Jose branch among the prune orchards; its Hollister branch in a rich stock district; and its Stockton branch in the centre of the delta lands of the San Joaquin with their vast acreage of grain and garden truck. And all these branches are ready not only with immediate response to every legitimate need for capital, but with that optimistic belief in California enterprise which is part of the bank's code of honor.

This spirit of enthusiasm and instant helpfulness has marked the bank from its inception. It was the youngest bank in San Francisco at the time of the earthquake and fire. But it was the first to reopen for business. Although it was razed to the ground with the rest of the down-town district, it found temporary quarters before the ruins of the city were cold at the home of Dr. A. H. Giannini, brother of the present president. Notices had been sent to the bank's depositors on the day after the fire was extinguished, informing them that the bank stood ready to lend money immediately for reconstruction. And although it seemed impossible at the time that these emergency letters would find their destinations among refugee camps and neighboring cities, answers came in from all directions with amazing promptness. The North Beach District, an area of small homes completely gutted by the fire, was largely financed by the Bank of Italy, and was one of the first sections of the city to rise, phoenix-like, from its ashes.

The bank itself grew steadily, until by December, 1909, its assets had mounted to \$3,817,217.79. In the following year it launched the system which has made it nationally famous by the purchase of the Commercial and Savings Bank of San Jose, which it established as its pioneer branch. It followed this venture by taking over the Bank of San Francisco and the Mechanics' Savings Bank, both of which it merged into its Market Street Branch, a branch which has now the popular reputation of being the most crowded banking room in San Francisco.

## THE BUILDING REVIEW

The year 1913 marked the invasion of Los Angeles by the Bank of Italy organization. It began by taking over the Los Angeles Park Bank, and followed this by purchase of the City and County Bank. Later the business thus acquired was moved into handsome quarters at Seventh and Broadway, the exact center of that city's remarkable shopping district. Not content with this strategic move, the directors established the Plaza Branch in the heart of the foreign section of Los Angeles. And during the last year they have made this branch one of the most important in the system, with resources of nearly \$5,000,000, by purchasing the old-established International Savings and Exchange Bank and merging its assets with those of the Plaza branch.

In the last two years an elaborate network of branches has been extended through the San Joaquin, Santa Clara and Salinas valleys. In 1916 the Santa Clara Valley Bank of Santa Clara, the First National Bank and the Commercial Savings Bank of Merced, the Bank of Gilroy, the Bank of Hollister, and the Savings and Loan Bank of San Benito County were all gathered into the Bank of Italy fold. But the most important addition to the system in 1916 came with the acquisition of the Fresno National Bank and the People's Savings Bank of Fresno, in the fast growing metropolis of the raisin belt.

During 1917, the Santa Clara branch was strengthened by the purchase of the Mission Bank of Santa Clara, and the San Jose branch enlarged by the acquisition of the splendid San Jose Safe Deposit Bank for Savings. In addition, seven new cities were added to the list of those served by the Bank of Italy. In Napa the James H. Goodman and Company Bank was acquired and converted into a branch; in Modesto, the busy centre of the greatest dairying county on the coast, two strong affiliated institutions, the Farmers' and Merchants' Bank of Modesto and the Security Savings Bank of Stanislaus County were purchased and transferred to new quarters. The Farmers' and Merchants' National Bank of Livermore; the Commercial National Bank of Madera and the Madera Savings Bank; the Redwood City Commercial Bank and the Savings and Loan Company of San Mateo County (both the latter at Redwood City) were later purchased and transferred into Bank of Italy branches. But perhaps the most interesting developments of the year were the purchase of the Santa Rosa Bank at Santa Rosa, the oldest banking institution in Sonoma County, and the formation of a splendid branch at Stockton through the acquisition of the San Joaquin Valley National Bank and the San Joaquin Valley Savings Bank.

The latest addition to the branches was made in January of this year, through the purchase of the National Bank of Ventura, and the Ventura County Savings Bank, in the wellknown bean and sugar beet district.

In spite of the rapidity with which these branches have been acquired, a deliberately conservative policy has been followed in each instance. No feeble or moribund institutions are ever taken over and nursed back to life. The bank believes in building on firm foundations in every community it enters. It purchases, therefore, only banks of proved strength and solidity. The San Jose Safe Deposit Bank for Savings, for instance, which was acquired three months ago, was one of the five banner banks in the state. It is the opinion of the directors that they owe it to both the bank and its depositors to accompany their policy of rapid expansion with a corresponding policy

of iron bound conservatism. And this attitude has been characteristic of the bank from the beginning. The old California banking laws contained no regulations concerning loans to officers and directors; but such loans were strictly forbidden under the rules adopted by the Bank of Italy. And these rules of the bank were not relaxed until the passage of the present banking law, which, although it permits loans to directors, does so with very close restrictions.

A similar conservative policy is followed with regard to management of the branches after their acquisition. An inspector keeps constantly in touch with the different units of the whole system. Reports on each day's business are made daily to headquarters, showing each branch's condition, its new loans, loans paid, new and closed accounts, overdrafts, reserves and other changes. In addition an individual report is made on each loan, which is reviewed by the credit department at the main office.

There are six district auditors who also check up on the business. And a general examination is made about four times a year by the executive officers to insure efficient operation. Finally all important transactions of each branch are passed upon by the executive committee of the board of directors.

The branches are operated, nevertheless, as far as is practicable like independent banks. The Bank of Italy maintains in each case the original directorate of the bank that is purchased, augmenting it with leading local citizens and in some cases strengthening the management. The directorate thus becomes a local advisory board, on which are represented all the leading nationalities and industries. And this board is so constituted that one or more of its members are acquainted directly or indirectly with every patron or possible patron in the district served by the branch. As far as possible, also, the officers and employees of the original force are retained, so that local residents are not chilled by any changes in the personality of the bank. The intimacy of its relations with the public is unbroken.

Adopting the policy which has helped to make the Bank of France and the Bank of England great popular institutions, the bank has distributed its shares in small lots throughout the communities which it has entered. At the present time its stock is held in not less than thirty counties of the state. There is perhaps no more characteristic evidence of this democratic spirit in the institution than its development of the school savings systems among the children of California. In this department there are now 22,292 depositors and total deposits in excess of \$400,000, the increase of 1917 alone being \$75,875.90. The system is established in forty-one places and authorized in ten more. Altogether 186 schools, ranging from those of the old mission town of San Juan to the State Normal Schools of Fresno, Los Angeles, and San Francisco, have authorized the establishment of savings departments and have named this bank as the depository in each instance. The officials of the bank draw considerable satisfaction from the evidence that the system is playing a permanent part in the development of the small depositors; of the accounts opened at the installation of the department five and one-half years ago, 58.9 per cent. are still on the books. And of all accounts that have been opened since the system was inaugurated, the percentage still open is 75.1.

# A. E. F. SCHOOL OF ARCHITECTURE



Mr. COXHEAD  
IN Y. M. C. A. UNIFORM

"Your visit will serve as an encouragement for them as well as a reward."

## Y. M. C. A.—ARCHITECTURAL SCHOOL OF THE AMERICAN TROOPS

"The exhibition we previously announced scored a great success. Saturday and Sunday a large and motley crowd—graceful feminine silhouettes, military uniforms of all hues, and civilian clothes — took by storm the rooms of the Municipal School of Design, where the school is installed.

"Two hundred drawings, sketches, water-colors, and oils, were offered to the criticism of the visitors (the register shows three hundred signatures), who could not but admire such a collection of serious and finished studies, and appreciate the quantity of effort put forth by the small company grouped under the direction of Mr. Coxhead, architect of San Francisco.

"The art lovers whom we are accustomed to meet at all artistic activities taking place within our city, and wherever arises the subject of homage to the cult of old Le Mans, were delighted to encounter adepts so numerous. Does not the exhibition attest to the profound impression produced upon our guests by our picturesque city?

"We willingly refrain from citing names, for it would be necessary to cite all; and we make it a point to respect the discipline of our allies, which imposes uniform treatment upon all. May it be permitted us, nevertheless, to divulge a secret of the school; the American officers, delighted with the reception given the exhibition by the public, and brought to admit the fruitful use of the leisure time accorded the soldiers, have permitted them to begin another month of work, which is to end with a new exhibition in February. We shall be sure not to forget it."

The following letters have been received from Mr. Ernest Coxhead by his brother Mr. Almeric Coxhead:

Feb. 6th, 1919

Dear Almeric:

Just a line to enclose this interesting cutting from Paris-New York Herald, which appeared in the paper today. I have sent a copy to Mary and Bud and one to John, so you can keep this.

My school is going to Paris for six days visit to study

THE ARCHITECT for February-March 1919 printed a letter from Mr. Ernest Coxhead recounting his activities in organizing and directing a school of architecture among the members of the American forces stationed at Le Mans. The following excerpts from newspapers of Le Mans refer to the first exhibition of the school's work, of which Mr. Coxhead told in his letter. The first quotation is from La Sarthe of January 22, the second from the same journal, January 28.

## Y. M. C. A.—ARCHITECTURAL SCHOOL OF THE AMERICAN TROOPS.

"Under the patronage of the Y. M. C. A. certain of the American soldiers have united for the study of the various manifestations of art in our city.

"The first public exhibition of their work will be brought together on the third floor of the Municipal School of Design, Place Saint-Pierre, Saturday the 25th and Sunday the 26th., from 2 to 5 p. m.



A. E. F. SCHOOL  
OF ARCHITECTURE AT TOURS

architecture there in my charge. I had the Army travel orders today; also we will hold our second Exhibition of the work of the school there at Headquarters of the Army Educational Commission. What do you think of that? I have had many complimentary things said of the work I am doing here. Some of the men may get into the Beaux-Arts yet.

I have to go into conference about the expansion of my work when I arrive there, and have just received a letter to proceed to Paris at my earliest convenience, which I had already arranged to do with the school (20 men) on Sunday next. We shall be back the following Saturday.

Hope things are all right but must stop now as I am in a very busy period.

It has been snowing here quite a bit this week.

Love to all,  
Yours,

ERNEST.

On Active Service with the

AMERICAN EXPEDITIONARY FORCE.

Paris, Feb. 26, 1919.

My dear Almeric:—

Here I am in Paris again; this time not with the Le Mans School of Architecture, but only with my assistant director of the school; and I am on my way down to Beaune to take up work there as one of the Faculty of the University School of Architecture.

I am appointed also Chief of the University Extension Field Work of the Fine Arts Department, and after I have been at Beaune for a few weeks or less I shall probably be travelling most of the time starting up the chain of schools I have to work out. Some job.

On the tenth of next month the Le Mans School of Architecture will have been in actual operation three months, and the students will receive their certificate of graduation from me and signed by Dr. Erskine. As the general education scheme does not start till the first of

## THE BUILDING REVIEW



A. E. F. SCHOOL OF ARCHITECTURE AT THE CHATEAU OF BLOIS  
Mr. Coxhead at extreme right

March, my school at Le Mans will have a whole three months session start in the game.

The boys of the school at Le Mans gave me a fine send off Sunday night last, and I tell you I hated to leave them and the school, but I shall be down there again soon; and then too, with the exception of the new men coming in, the boys who have graduated will go on to Beaune with me. They gave me last Sunday night a most beautiful book on the Cathedral of Le Mans to show their appreciation, and I can tell you I am very proud of it, as it also has all of their names written on the inside. Wasn't that fine of my Dough Boys?

But Gee, I was tired when Prondyunski (my assistant) and I got to Paris Monday morning, as we had to sit up all night, after a hard day's work Sunday, and then I had to report at the Headquarters here early for a conference.

I am sending you a copy of my orders.

Do you remember Mr. Ernest Piexotto—Dr. Jessica Piexotto's brother, the artist? Well, he is here and is working in the same Fine Arts Department as I am, only he is to be at Bellevue.

I have a seven day leave of absence due next month, but I am going to postpone it till later as I cannot go to England, and I shall not be able to take the holiday just now anyway. Maybe if you get over here in the summer I will take it then.

The French University session closes June 10th and of course, as our University work is now co-related to the French University, we shall probably close then too. I do not know however, we may keep on—you never can



FIRST EXHIBITION OF THE A. E. F. SCHOOL OF ARCHITECTURE AT LE MANS

tell or figure far ahead over here as things move so rapidly.

I went to the Grand Opera Monday night to hear Saint-Saen's, Henry VIII. My assistant, Private Prondyunski and I were up in the top loges. The music was fine and the scenes wonderfully picturesque.

Now I must close. I will write you all again soon as I get a chance.

Love to all,  
**ERNEST.**

**ARMY EDUCATIONAL COMMISSION Y. M. C. A.  
COPY**

February 14, 1919.

FROM: George S. Hellman,  
Director, Department of Fine Arts.

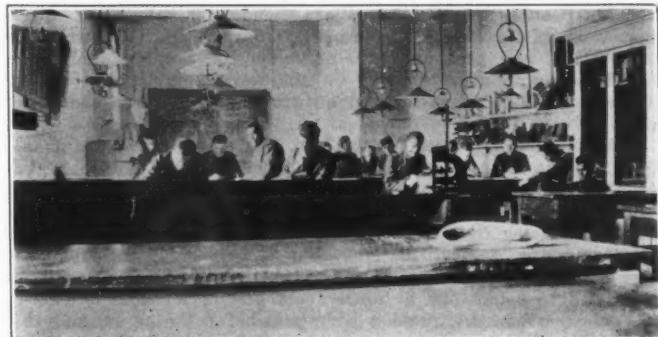
TO: John Erskine, Chairman, A. E. C.

Subject: Assignment of Ernest Coxhead  
to the Department of Fine Arts.

Mr. Coxhead, who on his own initiative organized the successful little A. E. F. School of Architecture at Le Mans, is desired by me for the Art Faculty at Beaune, and is willing to take up his duties there on or after the 1st of March, 1919. I, therefore, would request you to have him report to me on March 1st for the work at Beaune. Mr. Coxhead is one of the most important men in the Y. M. C. A. in connection with the Art School at Beaune. As he is already assigned to the A. E. C., I understand that you have full authority to call him back from Le Mans for the work at Beaune.

(Signed) **GEORGE S. HELLMAN.**

*(Continued on page 43)*



A. E. F. SCHOOL OF ARCHITECTURE, LE MANS



A. E. F. SCHOOL OF ARCHITECTURE AT CHAMBORD

# Official News of Pacific Coast Chapters, A. I. A.

The regular minutes of meetings of all Pacific Coast Chapters of the American Institute of Architects are published on this page each month.

**San Francisco Chapter, 1881**—President, Sylvain Schnaittacher, 333 Post Street, San Francisco, Cal.; Secretary, Morris M. Bruce, Flood Building, San Francisco, Cal. Chairman of Committee on Public Information, William B. Faville, Balboa Building, San Francisco. Chairman of Committee on Competition, William Mooser, Nevada Bank Building, San Francisco. Date of Meetings, third Thursday of every month; Annual, October.

**Southern California Chapter, 1894**—President, H. M. Patterson, 324 O. T. Johnson Building, Los Angeles, Cal. Secretary, H. F. Withey, 621 Exchange Building, Los Angeles, Cal. Chairman of Committee on Public Information, J. E. Allison, 1405 Hibernian Building, Los Angeles. Date of Meetings, second Tuesday, except July and August, at Los Angeles.

**Oregon Chapter, 1911**—President, Joseph Jacobberger, Board of Trade Building, Portland, Ore. Secretary, Alfred H. Smith, Board of Trade Building, Portland, Ore. Chairman of Committee on Public Information, Ellis F. Lawrence, Chamber of Commerce Building, Portland, Ore. Date of Meetings, third Thursday of every month at Portland; Annual, October.



**Washington State Chapter, 1894**—President, Daniel R. Huntington, Seattle, First Vice-President, Carl Gould, Seattle, Second Vice-President, George Gove. Third vice-President, Albert Held, Spokane, Secretary, Louis Baeder, Seattle. Treasurer, Frank L. Baker, Seattle. Counsels: Chas. H. Bebb, Sherwood D. Ford, and G. C. Field. Date of Meeting, first Wednesday, except July, August and September, at Seattle, except one in Spring at Tacoma. Annual, November.

**The American Institute of Architects**—The Octagon, Washington, D. C. Officers for 1918: President, Thomas R. Kimball, Omaha, Neb.; First Vice-President, Charles A. Favrot, New Orleans, La.; Second Vice-President, George S. Mills, Toledo, Ohio; Secretary, William Stanley Baker, Boston, Mass.; Treasurer, D. Everett Waid, New York, N. Y.

**Directors for Three Years**—Edward W. Donn, Jr., Washington, D. C.; Robert D. Kohn, New York, N. Y.; Richard Schmidt, Chicago, Ill. **Directors for Two Years**—William B. Faville, San Francisco, Cal.; Burt L. Fenner, New York, N. Y.; Ellis F. Lawrence, Portland, Ore. **Directors for One Year**—Edwin H. Brown, Minneapolis, Minn.; Ben L. Lubschez, Kansas City, Mo.; Horace Wells Sellers, Philadelphia, Pa.

gram from the Secretary of the Washington State Chapter in which he protested against the action of the Institute in making an assessment against each Chapter this year for the delegates' expenses. It was moved, seconded and duly carried, that said action of the Institute was contrary to the best interests of the western societies, and that the Secretary send a telegram to Mr. E. C. Kemper to that effect.

The Auditing Committee at this point reported that they had completed an examination of the Treasurer's books and found them to be correct.

Mr. Kreiger, being introduced, briefly expressed his appreciation of the Chapter's hospitality and his pleasure in being present.

The subject of the evening was a discussion of Architectural practice as it is being considered by the Post War Committee of the Institute. Mr. Patterson at length, recommending that the members in their practice assume greater responsibility in handling work, giving a more complete service to their clients and taking a wider interest in public affairs. A very interesting discussion followed in which several members took an active part, at the close of which the meeting adjourned at 10:40.

H. F. WITHEY, Secretary.

## Minutes of San Francisco Chapter

No Meeting held during Month of April

## Minutes of Southern California Chapter

The One hundred and twenty-fifth regular meeting of the Southern California Chapter, A. I. A. was held at the Jonathan Club, Sixth and Main Streets, Tuesday evening, April 8th.

The meeting was called to order by the President, Mr. H. M. Patterson, the following members being present:

J. E. Allison, J. J. Backus, F. P. Davis, Percy A. Eisen, W. E. Erkes, Lyman Farwell, S. T. Norton, Robert Orr, A. W. Rea, A. Wackerbarth and H. F. Withey.

As guests of the Chapter were present Mr. Isadore Kreiger of San Francisco, Mr. H. H. Hewitt, architect, of Los Angeles, and Mr. John Bowler of the Southwest Builder and Contractor.

Minutes of the 124th meeting were read and approved.

Stating that his books had not been audited for the fiscal year ending December 31st, 1918, the Treasurer requested that inasmuch as two members of the Auditing Committee were present, a third be appointed pro tem, and the books be audited at this time. Thereupon Mr. Farwell was appointed to the Committee.

Under the reports of Standing Committees the following were given:

**For City Planning**—Mr. Withey stated that the Mayor's Civic Center Committee was holding weekly meetings listening to and receiving from various citizens, recommendations as to site and treatment of a Civic Center. There had been no further progress on these lines up to the present. The Chapter Committee felt that they should take some definite stand in advising or recommending some particular plan to the Civic Center Committee. At the conclusion of the discussion which followed, the president appointed Mr. D. C. Allison to membership on the committee to take the place of Mr. Sumner Hunt, recently resigned, further suggesting that the Committee add to its membership two others, making the personell of the Committee five members. Together they are to confer with the members of the Mayor's Committee to ascertain if steps cannot be taken to work out a solution of the Civic Center problem in a scientific manner by the employment by the city of some expert on City Planning.

For the Committee on Public Legislation Mr. Backus reported that they had taken up with Mr. Farwell suggestions for changes in the State Laws as requested at the last meeting, and after thoroughly studying each measure, had taken the action that seemed advisable.

Under the head of "New Business" the Secretary read a tele-

## Washington State Chapter

Minutes of the 244th meeting held on April 2, 1919, at the Blue Bird Cafe, at 6:15 p. m.

Members present were: President Huntington; Baeder, Baker, Booth, Constable, Field, Gould, Loveless, Mann, Naramore, Park, Richardson, Schack, Siebrand, Willcox, Zeigler. Guests: Senator Wm. Wray.

Minutes of previous meeting read and approved.

### REPORTS OF COMMITTEES

Mr. Gould reported for War Memorial Committee, stating that work of the Committee is being enlarged upon and drawings of location, and perspective being made for Sunday publication. Mr. Huntington also reported on the work pointing out its importance and the great amount of work being done in connection with it.

Mr. Willcox reported for the Post War Committee, stating that the Chart as approved would be published in the April Journal in double page form.

Mr. Huntington spoke of the new county jail now being proposed and being considered by the County Commissioners. After discussing the subject at length it was moved, seconded and carried that it be the sense of the Chapter that the Chapter be permitted to select one or more from among its members to do this work rather than hold a competition for the same, and that the President and two other members, if he sees fit, be requested to present the findings to the County Commissioners.

## THE BUILDING REVIEW

Senator Wm. Wray, sponsor of our bill in the legislature was introduced to the members, and spoke of the work in securing the passage of the bill. It was pointed out by others the great value of Senator Wray's work, showing that the bill would doubtless have failed again, but for his influence. Senator Wray was heartily thanked, and the great indebtedness to him of the profession throughout the state freely acknowledged.

Meeting adjourned.

\_\_\_\_\_, Secretary.

### SPECIAL MEETING

Minutes of 242d meeting held March 19, 1919 at 12 noon, at Frederick & Nelson's Tea Room.

Members present were: President Huntington; Baeder, Booth, Constable, Field, Ford, Loveless, Park, Schack, Sexsmith, Siebrand, Wilson, Willatzen, Willcox.

Subject of meeting:

#### "FURTHER REPORTS FROM POST WAR COMMITTEE."

Mr. Willcox read a letter from N. Max Dunning, Chairman of the Institute Post War Committee, commending the Chapter on its work and requesting further co-operation.

Mr. Loveless read his report on the subject: "Certificate of Merit for most Meritorious Work of the Year in Each Community," which was commended and ordered conveyed to the Institute Post War Committee.

Mr. Field read his report on the subject: "Publicity." It proved a comprehensive one and on motion duly made, seconded and carried, it was ordered to be referred to the Institute Post War Committee.

Mr. Wilson in the absence of Mr. Albertson, read his report on the subject: "Small Cost House Plans."

After some discussion, Mr. Huntington moved it be referred to the Institute Post War Committee. Motion carried.

Meeting adjourned.

\_\_\_\_\_, Secretary.

### SPECIAL MEETING

Minutes of the 243d meeting held March 26th, at Frederick & Nelson's Tea Room at 12 noon.

Members present were: President Huntington, Albertson, Bebb, Baeder, Constable, Field, Gould, Loveless, Park, Siebrand, Wilson, Willcox.

Subject of meeting:

#### "FURTHER REPORTS FROM POST WAR COMMITTEE."

The meeting on being called to order was turned over to Mr. Willcox, chairman, who explained the list of points as presented by the Institute Committee as subjects of inquiry; the subjects being summarized briefly in the "Education of the Architect," and the "Education of the Public."

Mr. Willcox stated that though these subjects were worthy of consideration and study and thought, they had been largely acted upon in the past with more or less negative results; he believed that there were subjects outside those outlined by the Institute that should have investigation by the Institute as a whole. One subject being the "Relation of Architecture to Life," and presented for consideration an exhaustive diagram unanimously approved by the Chapter's Committee, with the recommendation that it be presented to the Institute for consideration.

Mr. Willcox moved the adoption of the report. Mr. Bebb in seconding the motion strongly commended the work of the Committee.

Motion carried unanimously.

Mr. Gould moved that it be the sense of the Chapter that Mr. Willcox personally be highly commended for the exhaustive study presented and that the Chapter heartily endorse the work which is of great value to the profession.

Motion unanimously carried.

Meeting adjourned.

\_\_\_\_\_, Secretary.

### OFFICIAL POST OFFICE STATEMENT

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of The Building Review, published monthly at San Francisco, Cal., for April 1,

1919, State of California, City and County of San Francisco. Before me, a Notary Public in and for the State and county aforesaid, personally appeared J. A. Drummond, who, having been duly sworn according to law, deposes and says that he is the owner of The Building Review and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to-wit: 1. That the names and addresses of the publishers, editor, managing editor, and business managers are: Name of Publisher, The Architect Press; postoffice address, San Francisco, Cal.; Editor, Irving F. Morrow, San Francisco, Cal.; Managing Editor, J. A. Drummond, San Francisco, Cal.; Business Manager, J. A. Drummond, San Francisco, Cal. 2. That the owners are (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock): J. A. Drummond, 245 Mission Street, San Francisco. 3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are (If there are none, so state): None. J. A. Drummond, Owner. Sworn to and subscribed before me this 1st day of April, 1919. (Seal) W. W. Healey, Notary Public in and for the City and County of San Francisco, State of California. My commission expires August 28, 1921.

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(Continued from page 41)

## DEPARTMENT OF FINE AND APPLIED ARTS ARMY EDUCATIONAL COMMISSION

Y. M. C. A.

76 Rue du Faubourg St. Honore  
Paris.

February 25, 1919.

FROM: George S. Hellman,  
Dir., Dept. Fine and Applied Arts.

TO: Ernest Coxhead, Esq.

Subject: Appointment of Mr. Coxhead.

1. I hereby appoint you as Chief of the Field Section of this Department.

2. Your duties shall be:—

(a) To extend in the field area the kind of work so well exemplified in the school of architecture instituted by you at Le Mans.

(b) To investigate and report to me suggestions concerning work relating to the Fine and Applied Arts for such A. E. F. men in field areas, as may not be included in Art Schools at Beaune and at Bellevue, or included in the special art schools that are, or shall be, instituted in various army centers.

3. These duties are apart from the obligations I have asked you to undertake in connection with the initiation of work at Beaune, such initial obligations to take precedence during the first few weeks of the University at Beaune over your work in the field.

(Signed)

GEORGE S. HELLMAN,  
Director Department of Fine  
and Applied Arts.

THE BUILDING REVIEW



A TEA HOUSE AT THE END OF THE GARDEN  
GREENE & GREENE, Architects

# The HOME BUILDER

## WHAT IS HOME WITHOUT A VINE AND FIG TREE?

By HARRIS ALLEN



A GATE TO A LITTLE GARDEN  
GREENE & GREENE, Architects

**A** NATION-WIDE "Own Your Home" campaign has been started. Such a campaign is particularly appropriate in California, for in no part of the country is a real home so desirable and so procurable as here.

Four walls, which contain places to eat and sleep, do not make a home. There is a very real need for apartment houses to accommodate the more or less floating population of busy cities. But just as all Easterners have the desire latent or expressed, to visit California, land of flower and sunshine, so, deep in the heart of every Californian, is the wish to settle on a bit of land where he may raise a rooftree and plant vine and figtree. Home for the Californian means outdoors as well as in—and California soil and sun, given a modicum of work and water, will produce generous results.

But these results are not all equally satisfying. And just here is where the architect can and should take an active part toward the producing of best results, of the complete environment which spells "Home" to a family.

The average man of moderate income neither desires nor can afford the services of a landscape gardener. Such a term implies to him the laying out of large grounds on a formal scale, an elaborate setting for a splendid mansion. This is not altogether the case, but in addition to this feeling is the individual joy in planning and developing one's garden and the various growths

which transform and individualize one's domicile. The difference between an apartment and a home may perhaps be summed up as one of life—and the reproduction of life. To see the living, growing results of one's own thought and labor, brings a peculiar pleasure not to be obtained vicariously.

But this need not be sacrificed in order to get really good results, any more than is the case when a man is advised by a physician what course of treatment or exercise to take in order to improve his health. The physician studies individual symptoms carefully, finally diagnoses a case as due to such and such a cause, and prescribes accordingly. The architect similarly studies the family's type and tastes, their requirements and preferences; then as a vital part of the problem he studies the location of their home, its size and contour and exposure, in order to fit his prescription to all these conditions so that the future home will express and satisfy the needs and wishes of the family.

And this means not merely those needs of eating and sleeping, but the adjustment of the family to its new environment, inside and out, so that those silent influences which work for happiness, the object of mankind's pursuit, will have a chance to unfold and develop and expand.

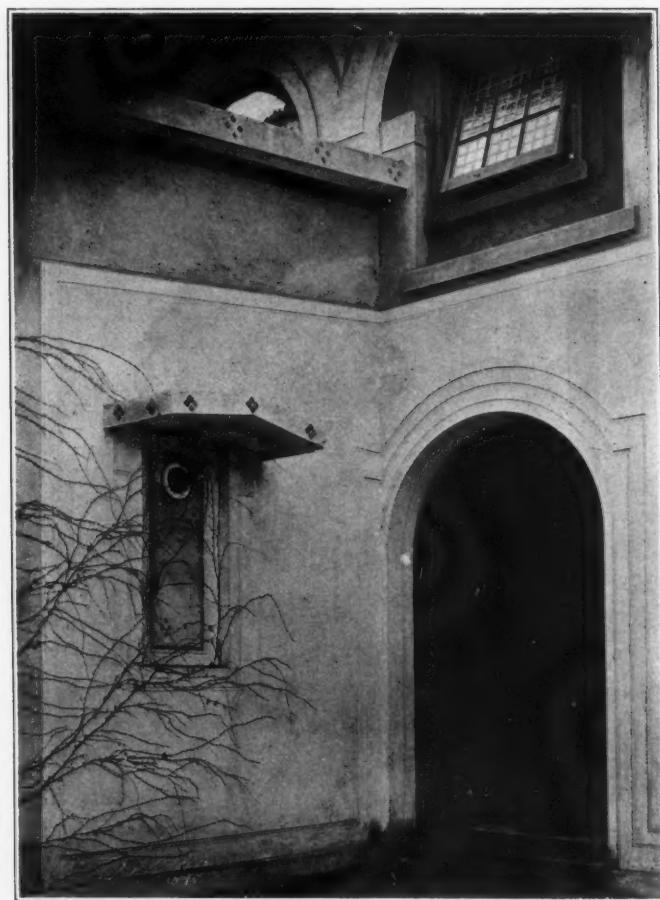
All this seems far removed from planting a few vines and flowers. But the accompanying illustrations show in every case the application of thought and plan to this very problem.

The homes that one finds "charming and livable" are rarely

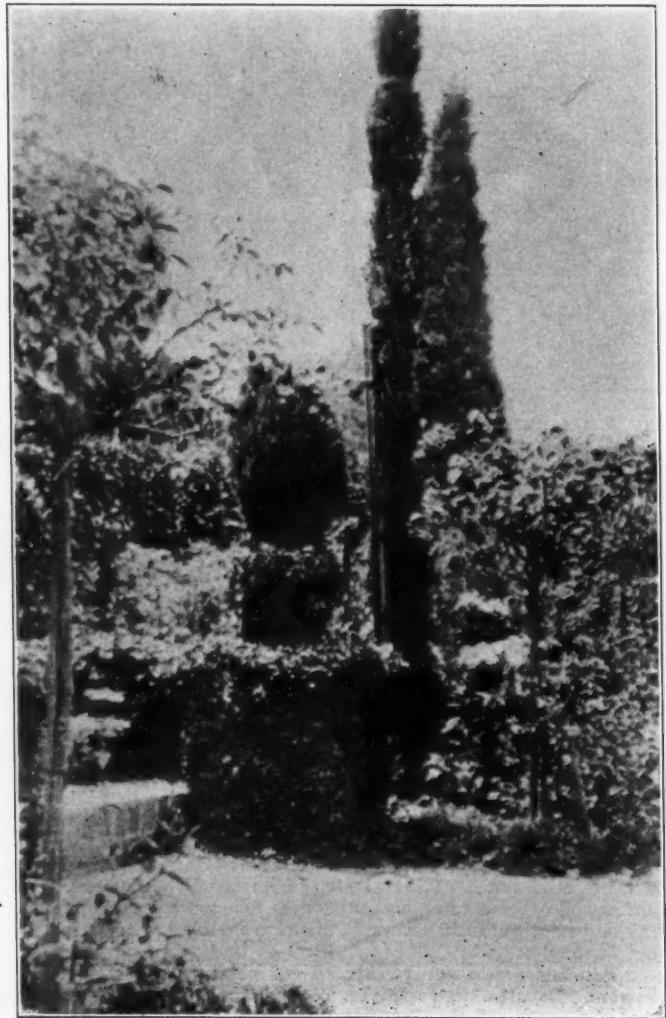
## THE BUILDING REVIEW



HOUSE FOR PROF. LAWSON, BERKELEY, CAL.  
BERNARD MAYBECK, Architect



ENTRANCE, HOUSE FOR PROF. LAWSON, BERKELEY, CAL.  
BERNARD MAYBECK, Architect



WELL STUDIED CYPRESS PLANTING

the result of mere accident, either inside or out; and it is the policy of wisdom to include plans for the live environment in the making of the new home.

The softening of outline, the delicate tracery of vine or shadow on wall surface, the building up of background or approach—these are the work of trained and discriminating purpose.

### TWO NATURE LOVERS

The name and work of Bernard Maybeck need no introduction to Californians. The illustrations here shown, of bits of detail from various homes in Berkeley, are picked at random, but all seem to show very clearly the (far from random) manner in which provision has been made for the live environment of the home. Mr. Maybeck's work is permeated with love of nature, and be it ever so humble, there is no dwelling he has designed which does not bear evidence of his foresight in this respect. His work "wears well;" the way in which his houses become wedded to the soil, drives home the fact that one can always and should always take Nature into consideration when building a home. Thus, one cannot imagine Mr. Maybeck's consenting to have a house, successful in one setting, duplicated at another totally different location. He cannot prevent, of course, his work and style being copied; after all, that is by no means a calamity, for, however far from the original, there is sure to be an improvement on the hackneyed and trivial. And nature has a way of good-naturedly covering up defects, whether omissions or commissions, if she is given a chance; so that if there is a general feeling for good composition, in a few years the general result is often surprisingly good. This

## THE BUILDING REVIEW



HOUSE FOR PROF. SENGER, BERKELEY, CAL.  
BERNARD MAYBECK, Architect

is not intended as advice to copy any house, that one admires, blindly and indiscriminately; it is rare that one family's individuality is identical with another's, to say nothing of the ethical side of calmly appropriating the result of another's study and labor.

What Mr. Maybeck has been to San Francisco, Greene and Greene seem to have been to Los Angeles. The work of these two firms is not at all alike, and yet that of both is characterized by the same careful planning to co-operate with Nature. The southern firm has evolved a style easily identified as theirs under any conditions, and therefore less adapted to expressing the individuality of their clients; but always showing the results of a close study of setting, an adaptability to natural surroundings and processes. There is almost a sculptural building up and modelling, in the application of vine, foliage and tree to their work. The results are always picturesque, and always "compose" well. There is a sense of vigor, of simplicity, sometimes more apparent than real, but never a fussy complication of design or of a building's live environment.

The work of both these firms has exerted an ever-increasing influence throughout California for the building of houses that are homes, and that express the home feeling through the union of house to soil, of wall to vine, of roof to tree, of terrace to lawn, of foliage and flowers and paths, the attainment of which is so easy, after all, in this sunny, balmy state of ours.

And throughout the entire Pacific Coast, there are steadily developing more and more young architects who are following in the footsteps of such firms as these. It is a very encouraging sign of the upward tendency in architectural appreciation, when so many evidences are shown of the study of each individual problem, and the collaboration of owner and architect in working out a harmonious ensemble.



HOUSE FOR MRS. FARRINGTON, BERKELEY, CAL.  
BERNARD MAYBECK, Architect



VINES TRAINED TO SUIT BUILDING LINES

# The GARDEN

## PLANTS SUITABLE FOR PORCH AND INDOOR WORK

By DONALD McLAREN

PLANTS adapted for indoor or for porch use are indeed quite a problem. To begin with, the plant, no matter what its variety may be, grows in a pot or tub, removed from its natural condition. All of the plants used for this purpose, in their natural surroundings, are found growing out of doors in soil suited to their needs. In most cases, under artificial surroundings, it will be found that we are trying to grow them in close, heavily-heated rooms, where all of the conditions are against the growth of the plant. However, we must make the best of a very bad situation in most cases and do all we can to obtain the utmost pleasure from our plants.

Undoubtedly the most satisfactory indoor plant is the well-known *Aspidistra lurida* from Japan, together with its golden-variegated form of *variegata*, which has a golden stripe through each leaf. This plant does wonderfully well under most harsh conditions, and it is possible with ordinary treatment to make it flourish and multiply to an extraordinary extent in almost any home. It is most strongly recommended for any indoor work.

Most of the Boston Ferns, or *Nephrolepis* family, are very well adapted to indoor work, but, again, many people have a very great deal of trouble with them although they are considered exceedingly hardy. Probably the best and most satisfactory of

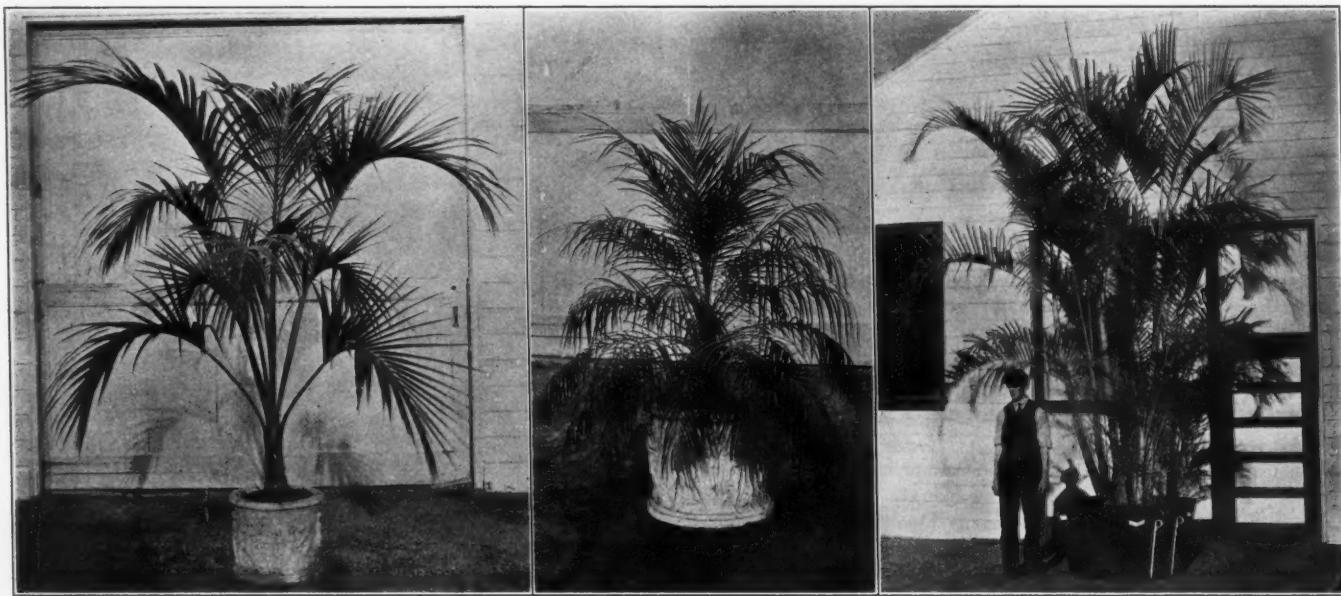
ing and varied class of plants, all of which are very beautiful and all of which will give very good results as indoor plants for a limited period of time.

The Cyclamen, or Alpine Violet, is probably one of the most popular indoor plants where color is desired. It comes into flower about Thanksgiving time, and if given proper care and attention, will last until after Easter. It requires a cool, well-ventilated situation, being a native of the Alps, which is a fact that is overlooked in most cases, much to the detriment of the plant. (Plate 54.)

*Primula obconica*, or what we call the Primrose, is also a very popular indoor plant, and like the Cyclamen, thrives in a cool situation, as does the Cineraria, which is also becoming very well known as a color-giving house plant.

We are all, of course, familiar with the striking Christmas and Easter plants, such as the Poinsettias, Begonias, Lilies, etc., which, while very striking and very beautiful, are only good for a few days in the house, and are only seasonal plants.

There is a great variety of hardy plants suitable for porch work and very extensively used. The best known of these are the Belgian Bay trees and the Boxwood in their various forms. The Boxwoods may be trimmed as pyramids, as small standards or as



SPECIMEN KENTIA

PHOENIX ROEBILINI

ARECA LUTESCENS

all the types of this numerous family is the well known *Nephrolepis Bostoniensis*, or common type. There has been recently introduced, a new form, called the Norwood Fern, which promises to eclipse the hardy Boston Fern, as it is much daintier in texture and equally as hardy, if not more so. One of the most satisfactory ferns we have is the common Holly Fern, which is very beautiful and hardy. It is not at all well known, and should be used a great deal more than it is.

Of course we are all familiar with the Kentia family of Palms which are used so extensively, not only here in the West but throughout the entire United States as well as in Europe.

Aside from the conventional decorations in the plant line, we use at certain seasons a very great variety of plants, many of which will be found to give very good results for quite a considerable period of time. Among these are the Crotons, natives, in most cases, of Brazil, and which the writer has known to have given most excellent results for over a month's time in an ordinary room. The same applies to Dracaenas, about which very little is known by the layman, but which consist of a most interest-

round globes, in all of which forms they are very hardy and very attractive. (Plate 54.)

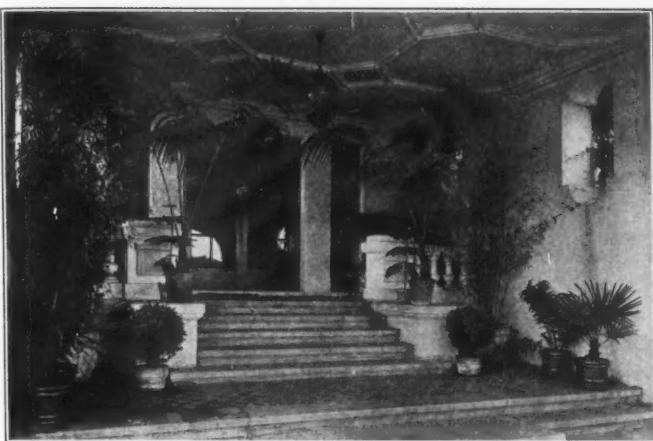
The Retinosporas or Japanese Cedars, where semi-formal effects are desired, are extremely useful. The more formal or columnar shaped variety is *Retinospora obtusa nana*, both the green and the golden form. *Retinospora filifera*, together with its golden variety, is a very graceful and attractive plant, being exceptionally hardy.

For extremely harsh situations Yuccas are recommended, especially the drooping form of *Yucca recurvata*, which is most graceful and attractive, its ribbon-like leaves falling daintily over the tub.

Another very useful porch plant is *Aucuba Japonica* which also has a golden-variegated form, and which does extremely well in a shaded situation.

Orange trees in tubs are now being used quite extensively for porch and formal work. They are most attractive when in fruit, and are quite hardy throughout the San Francisco Bay region.

## THE BUILDING REVIEW



PLANTS ADD GREATLY TO THE BEAUTY OF THE PORCH



HOUSE POINSETTIAS — MacRORIE-MCLAREN COMPANY

## CORRECT AND INCORRECT WATERING

In the West, where summer rain is an unknown quantity, and where all water to sustain garden plants through the dry summer must be artificially applied, the matter of garden watering not only occupies considerable of the gardener's time, but should, if done intelligently, call for the use of a bit of his judgment and a knowledge of soil conditions. How many times in the course of your observations do you see an enthusiastic but careless person play the hose with full force around the tender garden flower, or aim a deluge at the base of a rose bush, resulting in a puddle which soon dries and cakes! This practice is decidedly wrong, though much easier of execution and more adapted to the limited amount of time at the disposal of the business man who cares for his flowers before and after business hours. If this practice is followed, as it must be in the case of small plants and close plantings, break the force of the stream by regulating as fine a spray as possible, and then, after the soil has dried beyond the soggy stage, use the hoe and rake in breaking up the surface crust into a finely divided mulch. The establishment of a mulch, or surface covering of crumbly soil, immediately after watering, or as soon after as possible, is absolutely essential to successful irrigation, and the rule holds good in the garden as well as in the orchard. Surface watering puddles the soil, that is, de-aerates and deflocculates, forming heavy crusts conducive to rapid capillary rise and consequent evaporation of the deeper water. Immediate cultivation will overcome this loss. Therefore, if you splash water on the surface, be wise and kind enough to add a little elbow grease to the hoe soon afterward. The

soil's appreciation will be manifested in a more luxurious and a healthier plant growth.

A light spray in the early morning before the heat of the sun is noticeable will do much toward washing dust and insects from the leaves, and a brighter and healthier plant will result. But, do not forget the after treatment with the rake or the hoe. Positive brainlessness is shown in the case of the person who plays the stream against the crown or root of a plant and partially uproots it. This usually happens in the case of the younger son of the family who is promised an afternoon with the boys provided he waters the flowers. Consequently he may raise havoc with tender plants while visions, baseballs and bats occupy his thoughts. "Twould be wise to teach him the correct practice, or a bad habit may grow up with him!

What is the best system of watering shrubs and plants? The furrow system. With a hoe dig a furrow, or several, parallel to the rows or round individuals, and into these run the water. In other words, your garden plat becomes a miniature orchard, and you are using the most approved method, the furrow system. Less water will be subsequently lost by evaporation, and the soil will retain its tilth. After the soil has absorbed sufficient water, the furrow may be filled in with surrounding loose, dry soil, and a mulch established immediately. In this way, you not only know that you have applied sufficient water and that it has "gone home," but you may also be sure that it will remain there much longer than when applied by the busy-man or the careless-boy method.  
—W. C. T.



BEGONIA GLORIE DE LORRAINE  
A FAVORITE CHRISTMAS FLOWERING PLANT



THREE DIFFERENT TYPES OF PORCH PLANTS—YUCCA RECURVATA, RETINOSPORA OBTUSA NANA, RETINOSPORA FILIFERA

# EDITORIAL

TIME undoubtedly suffuses the past with a glamor in many instances undeserved. On the whole it is the best traditions of former periods which survive in popular memory; and imagination, ever ready to evoke ideal pictures purged of the deficiencies and the perversions of contemporary reality, takes its cue from stray picturesque details, and supplies the gaps in imperfect records more after the pattern of its own longings than on lines of inherent probability. Yet when all allowances have been made, the available evidence would seem to indicate that in the matter of public pageantry and ceremony, at least, our own day and country rarely achieve the heights of impressiveness attained by other ages and places.

That no inherent incapacity restrains us is evinced by recent efforts in New York, all verbal and pictorial records of which concur in indicating really noteworthy results. In one significant particular a wide departure was there made from common American practice. The management, instead of being left in the hands of politicians and advertising men, was entrusted to competent artists, who, after all, are the people who may be supposed to possess the imagination to conceive effects and a knowledge of how to produce them.

However extensive a public celebration and however diverse its details, the fundamental principles governing its conduct are but the principles governing all worthwhile art. A great public ceremonial is a form of art. Mr. Cram, throughout his multifarious writings, has never tired of urging that ritual as conceived and developed by the Mediaeval Church is one of the highest forms of art. A public ceremonial is a secular ritual. It should be conceived and carried out utilizing all the resources which art can offer to the solemn enforcement of great and inspiring ideals. The first prerequisite is moral integrity. Without sincerity and ardor prepared to spurn every triviality and every taint of interested commercialism there can be no achievement of generous proportions or dignified effect. On the material side there is demanded variety in unity, a dominant motive of large and patent simplicity evolved with a manifold but ordered profusion of detail. This is true both of fixed decorations and of the organization and movement of processions or pageants of whatever kind. Obviously there is a call for more than the impertinent psychology of the publicity agent and the tactics of the military drill ground.

Our greatest deficiency is less likely to be poverty of material than poverty of ideas. More than one decoration we can recall would have been more memorable with less materials used to better purpose. Too often decoration is reduced to the putting of unusual things in unusual places, while the marchers in parades are given no employment more serious than passing by as inconclusively as the proverbial King of France with his twenty thousand men. Uncertainty of aim, confusion of effect, paltriness of content, disorganization in execution—these are the rocks upon which our attempts at public ceremonial are apt to split.

THE recent return of California troops from the fighting fields of France has offered San Francisco an opportunity for public adornment and ceremony of very respectable dimensions. The City responded with extensive decorations both public and private, the blowing of whistles, several bombs, and the declaration of a legal holiday the day of the parade.

To these absentees of many months the approach to the familiar city unfolded assurances of the persistence of fifty-seven varieties and the ubiquity of standard paint, which were confirmations of a faith in the stability of established things. Meanwhile the Market Street facade of the Ferry Building was adorned with a monumental electric sign reading "Welcome Home." This was of neat construction and unusually large in size; each letter was probably considerably taller than a man. The parade should most certainly have been halted on lower Market Street and given about-face that this tribute might have been appreciated by the returning soldiers equally with returning East Bay commuters.

Market Street from the Ferry Building to the Civic Center was strung with flags and pennants, branches and garlands. It is a singular comment on the obtuseness and perversity of our decorators that, after we have excluded growing things from our streets with Spartan rigor and Prussian thoroughness, large quantities of evergreens are invariably introduced as an essential element into every scheme of public adornment. This, however, is only remarked in passing. As to the decorations in question, we have no statement of the number of trees felled or the number of flags used, though undoubtedly these would both mount to impressive figures. Interesting things could doubtless likewise be told about these flags, such as the points between which they would reach if strung end to end, etc.

At the Civic Center a triumphal column bore aloft sculpture palpably symbolical. The cost of this architectural gesture might easily have been frittered away upon evanescent decorations of bunting and garlands on the municipal buildings. Yet, admitting that such a policy might have produced a really impressive composition, there can be no doubt as to the wisdom of having devoted funds to a touch less ostentatious, more authentically documented, and of more enduring furring and staff, at the same time handling the incidental decoration on the structures with noticeable restraint.

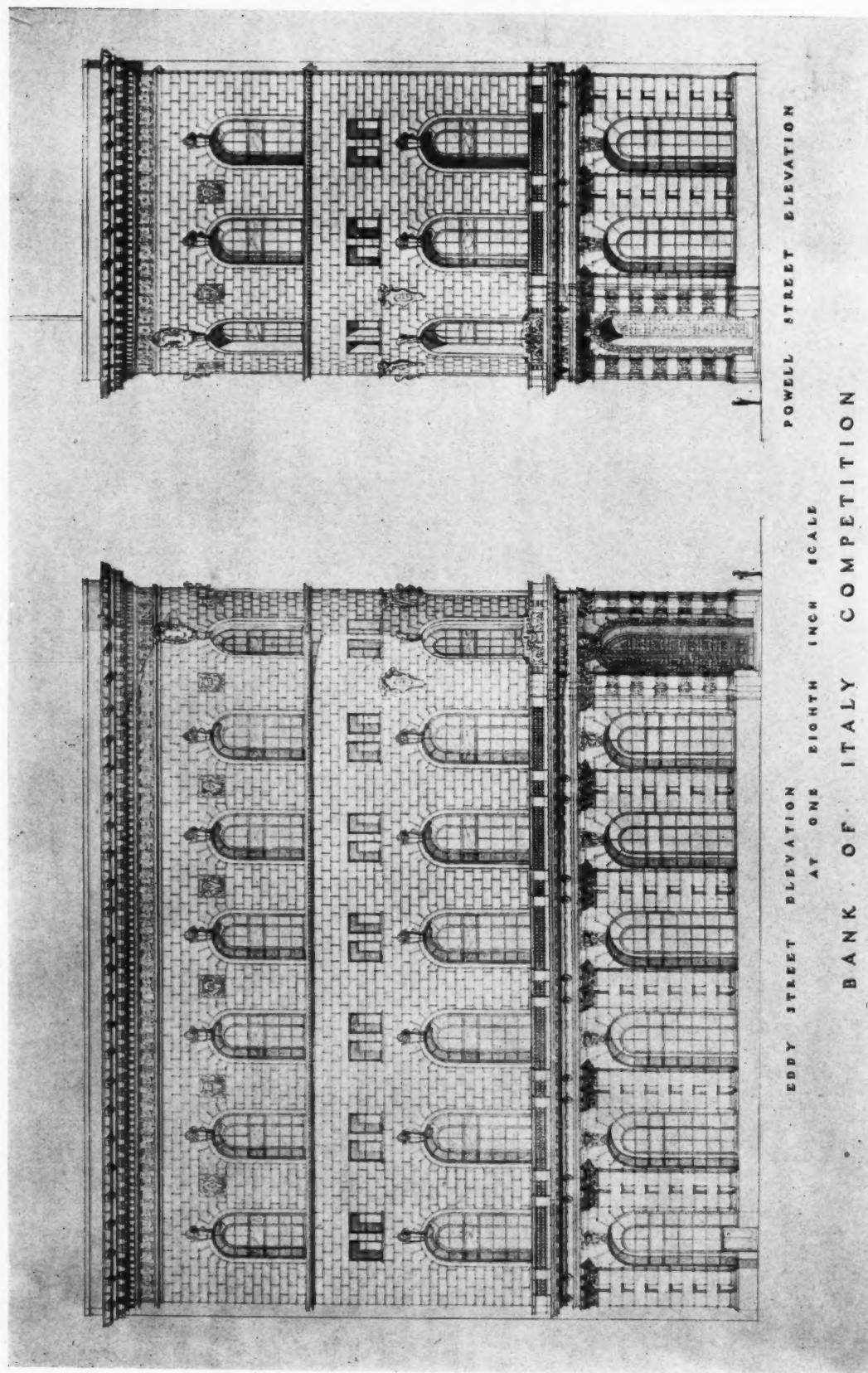
The monotony of marching men in the parade was partially relieved by a number of variously symbolical and realistic floats, designed upon tried and proved lines. Legitimate criticism might be directed at the deliberation with which the soldiers were filed between the people on Market Street and into the Civic Center. Experience at the Exposition turnstiles has demonstrated that this could have been accomplished much more expeditiously without unseemly haste.

The managers of the recent celebration have probably received due appreciation of their efforts, and will undoubtedly be ready to repeat their achievements as future occasions may arise.

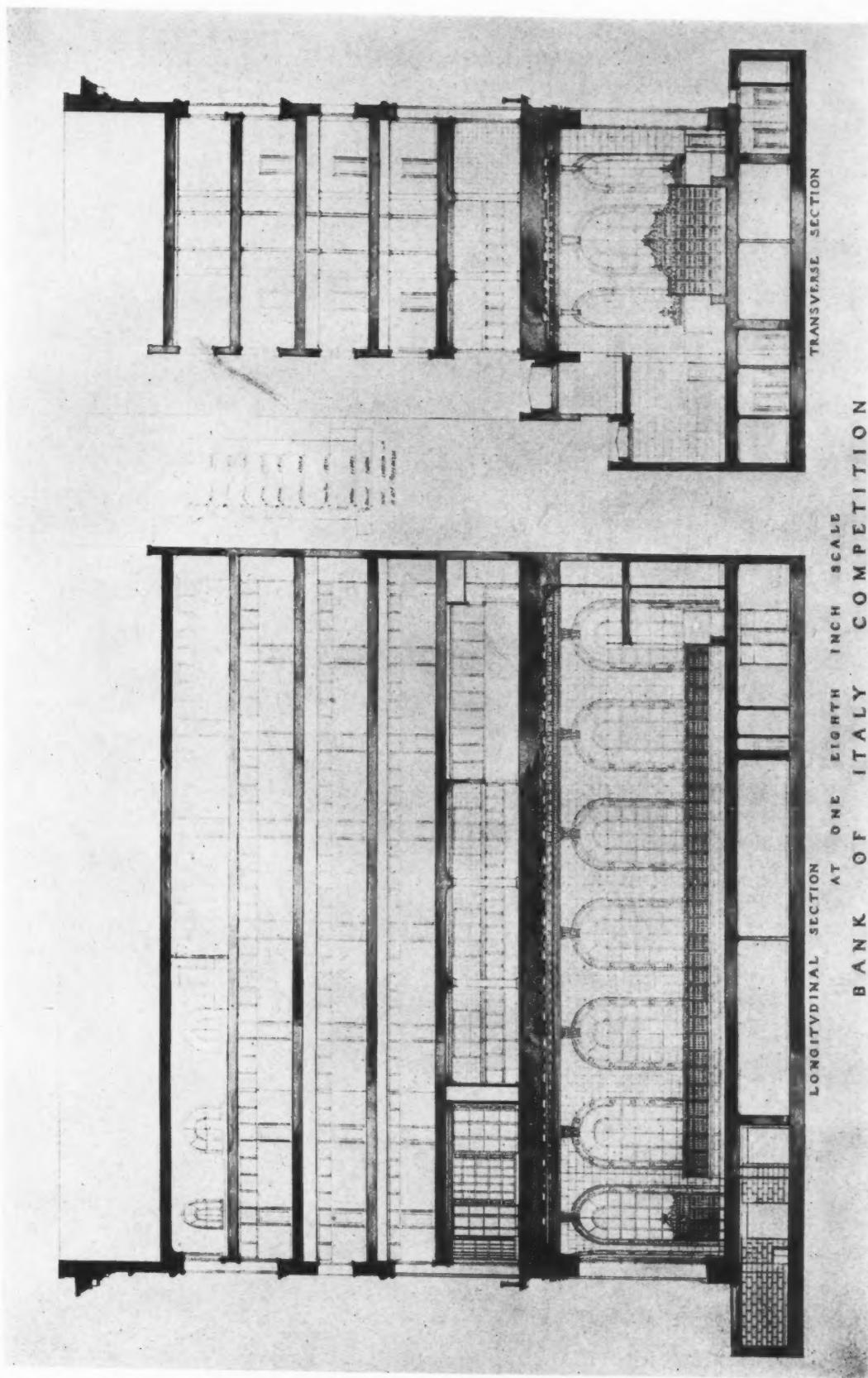


PERSPECTIVE  
COMPETITION FOR THE BANK OF ITALY, SAN FRANCISCO  
WINNING DESIGN

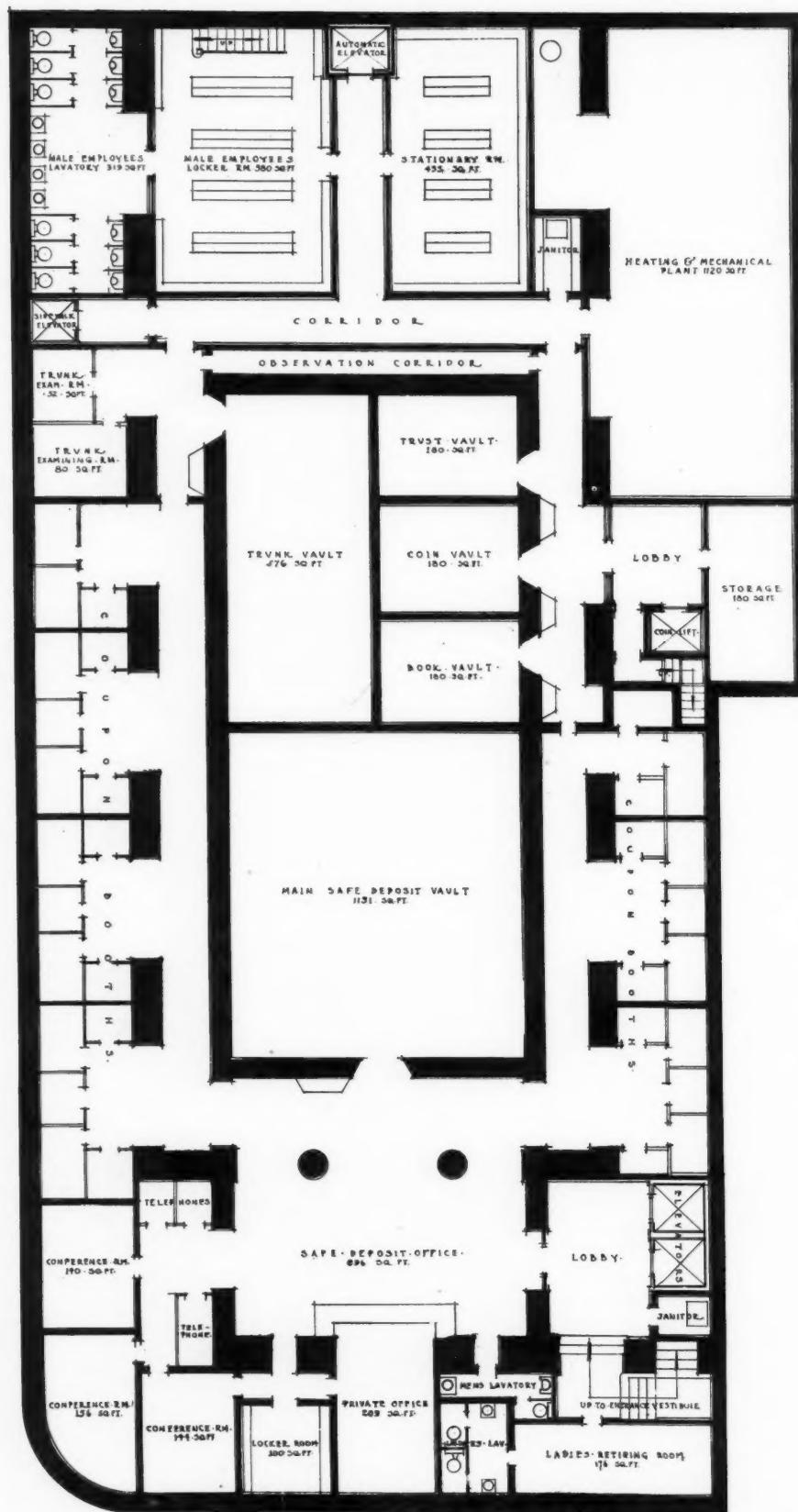
BLISS & FAVILLE, Architects

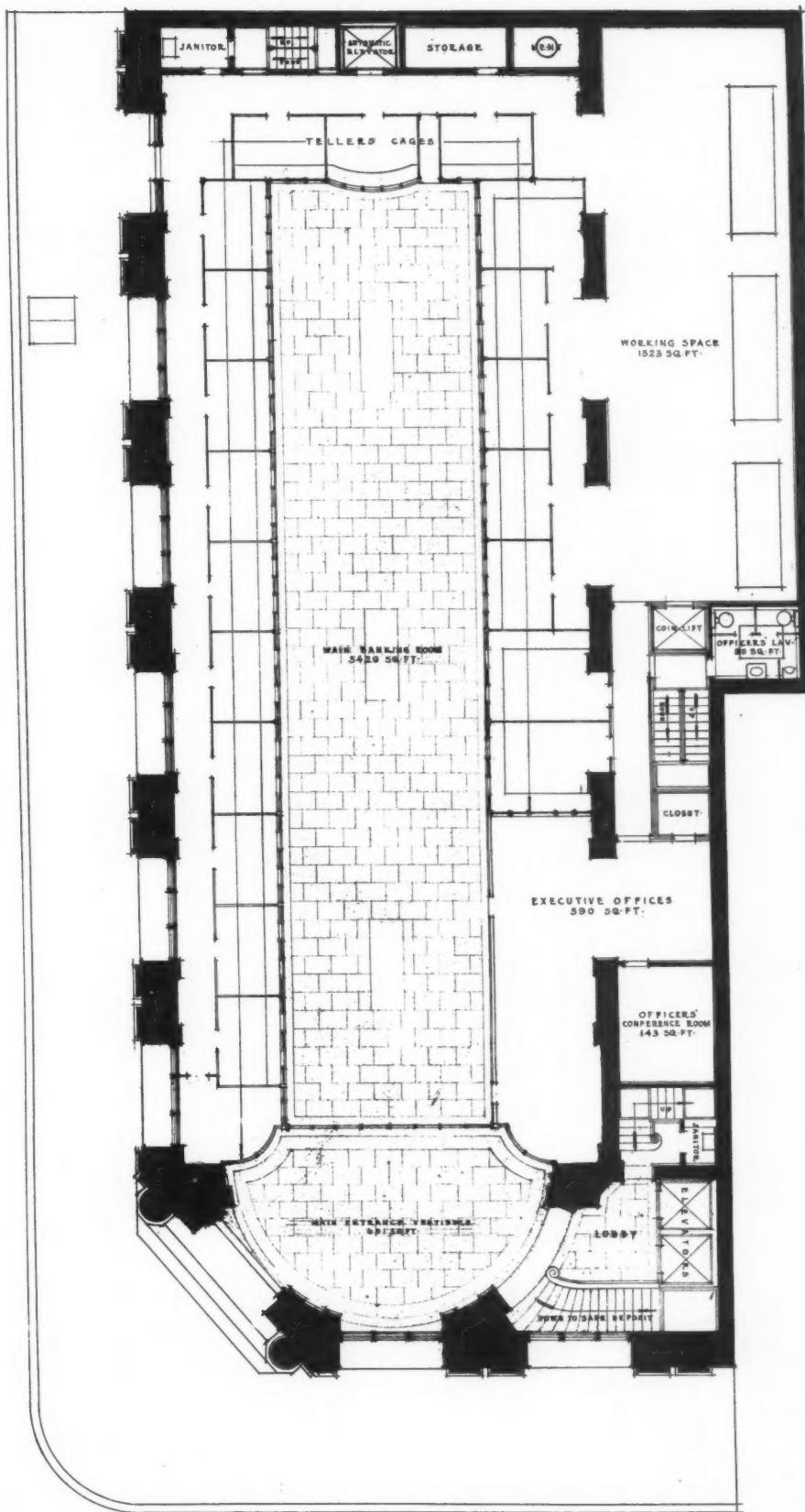


ELEVATIONS  
COMPETITION FOR THE BANK OF ITALY, SAN FRANCISCO  
WINNING DESIGN  
BLISS & FAVILLE, Architects

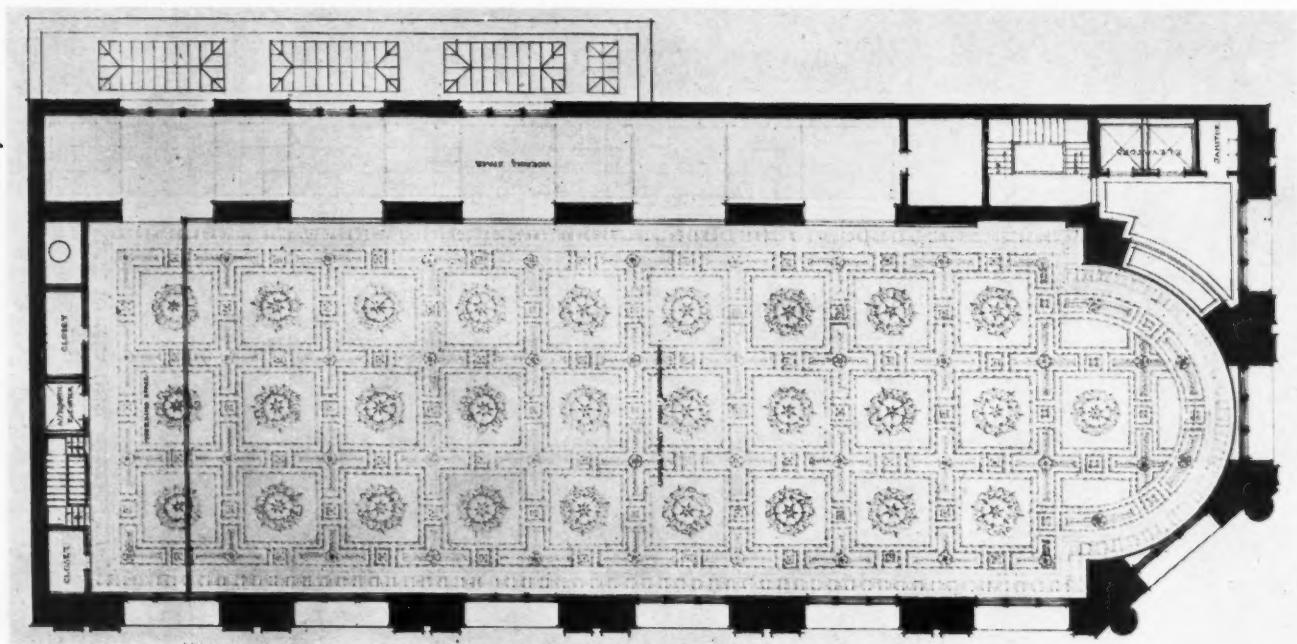


COMPETITION FOR THE BANK OF ITALY, SAN FRANCISCO  
WINNING DESIGN  
BLISS & FAVILLE, Architects

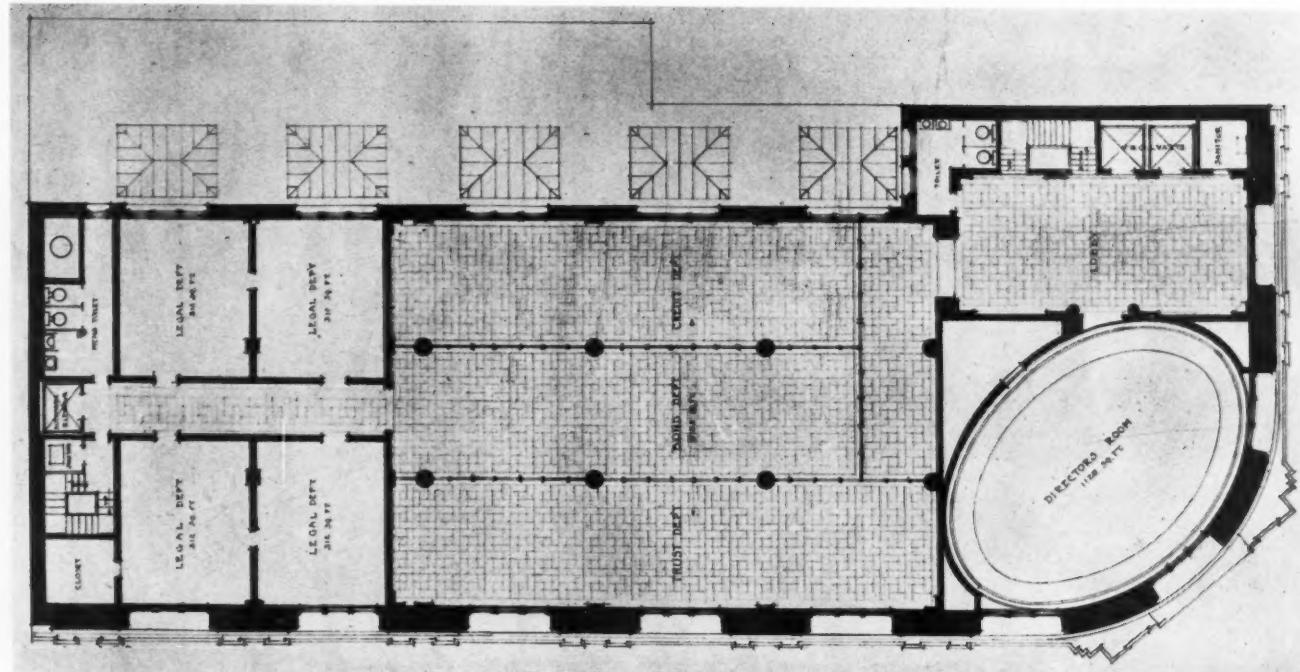




PLAN OF FIRST FLOOR  
COMPETITION FOR THE BANK OF ITALY, SAN FRANCISCO  
WINNING DESIGN  
BLISS & FAVILLE, Architects

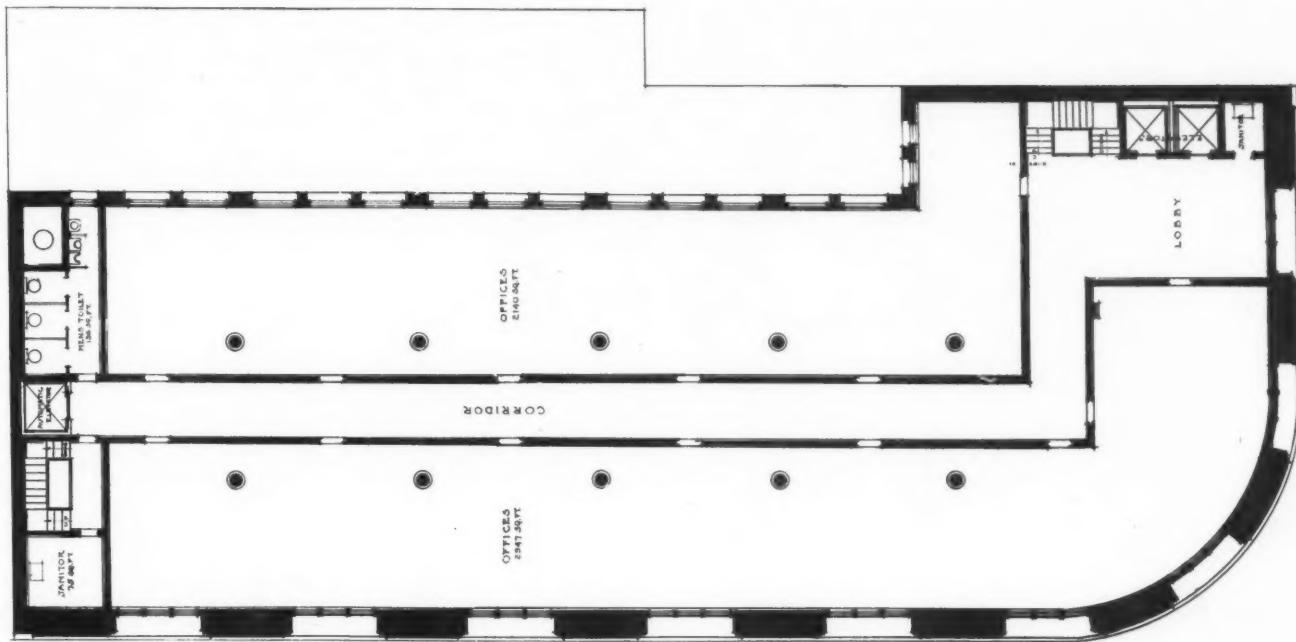


PLAN OF MEZZANINE FLOOR

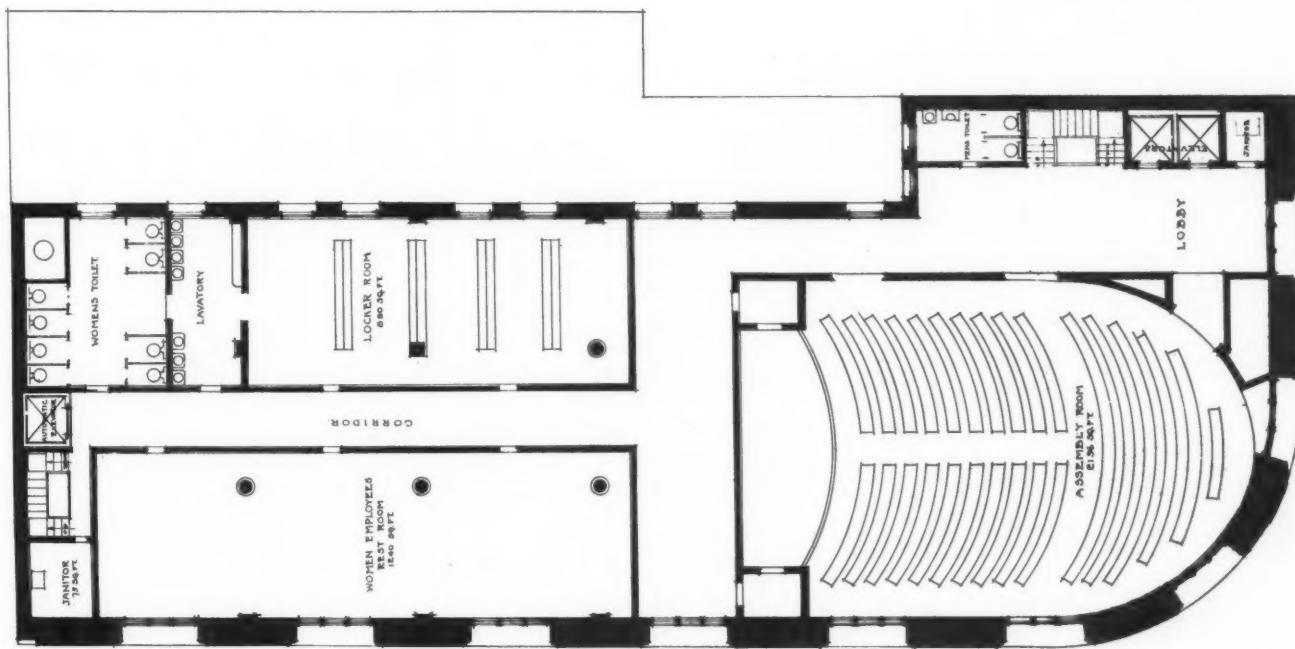


PLAN OF SECOND FLOOR

COMPETITION FOR THE BANK OF ITALY, SAN FRANCISCO  
WINNING DESIGN  
BLISS & FAVILLE, Architects



PLAN OF THIRD FLOOR



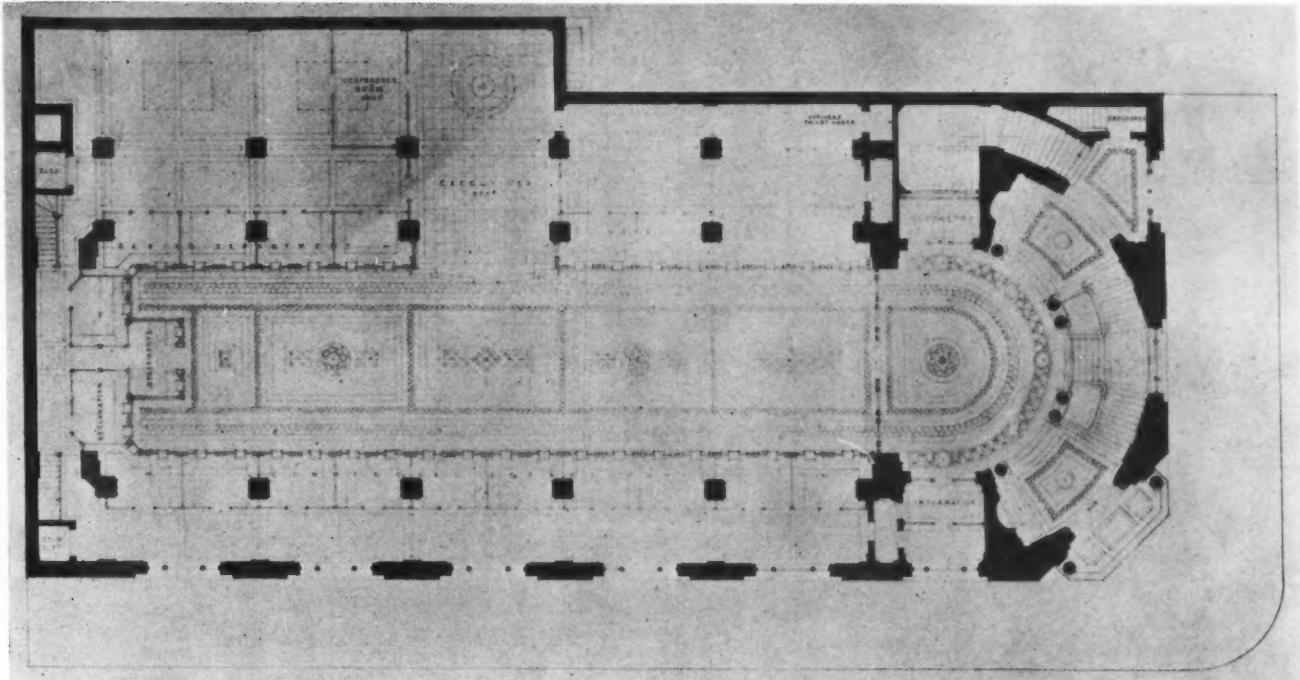
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WINNING DESIGN  
BLISS & FAVILLE, Architects

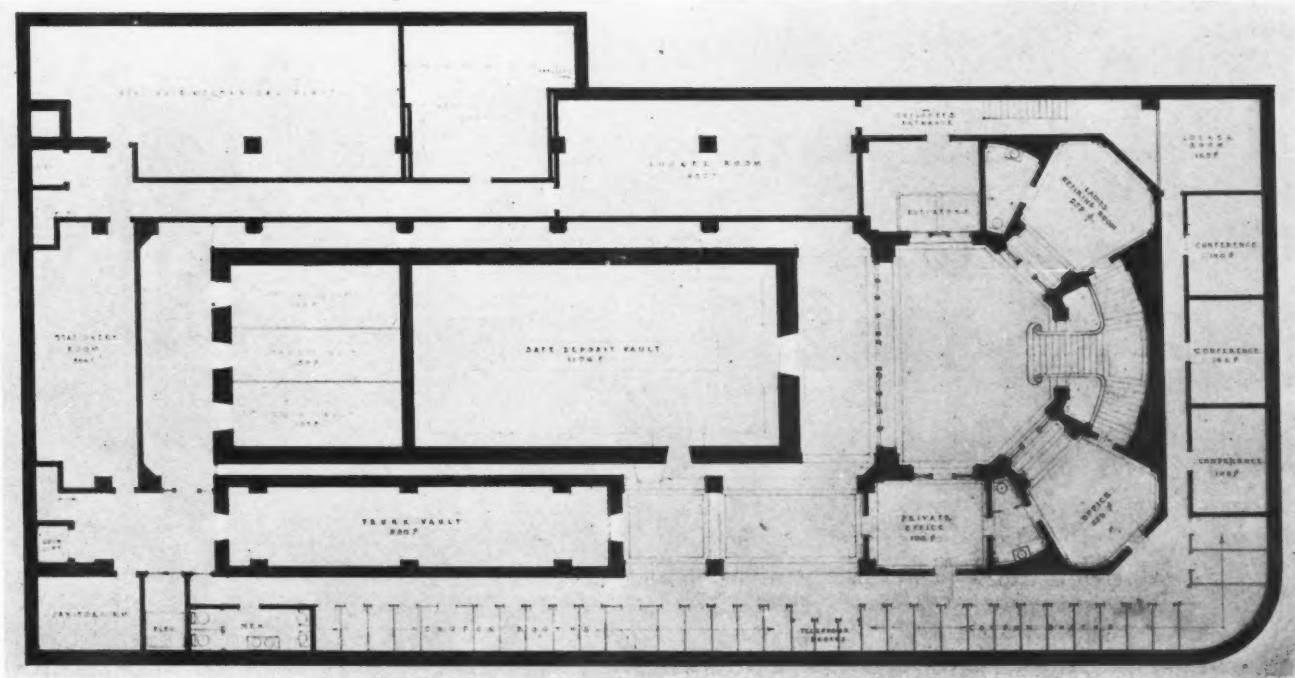


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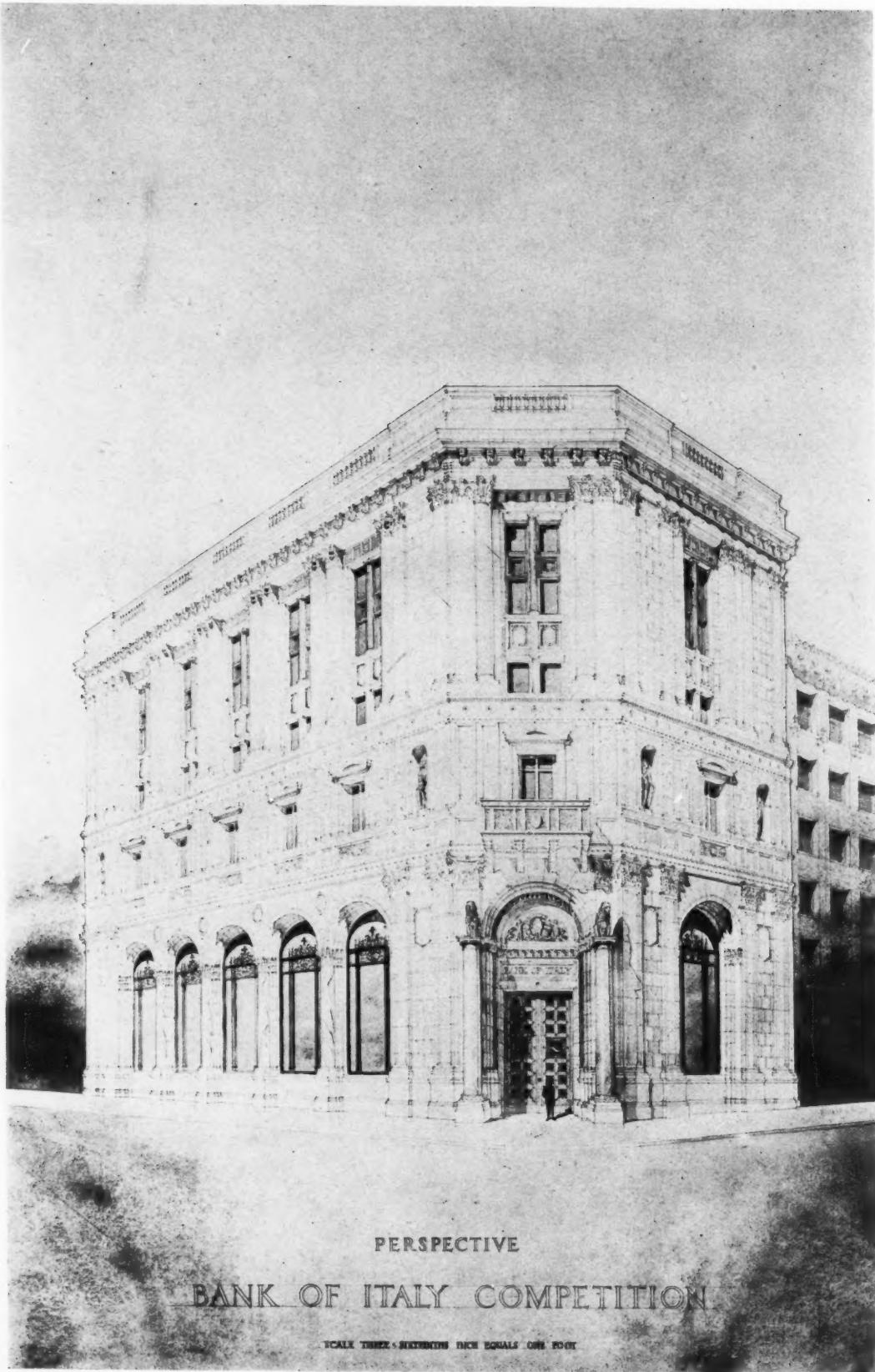
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COMPETITION FOR THE BANK OF ITALY, SAN FRANCISCO  
EDGAR A. MATHEWS, Architect.



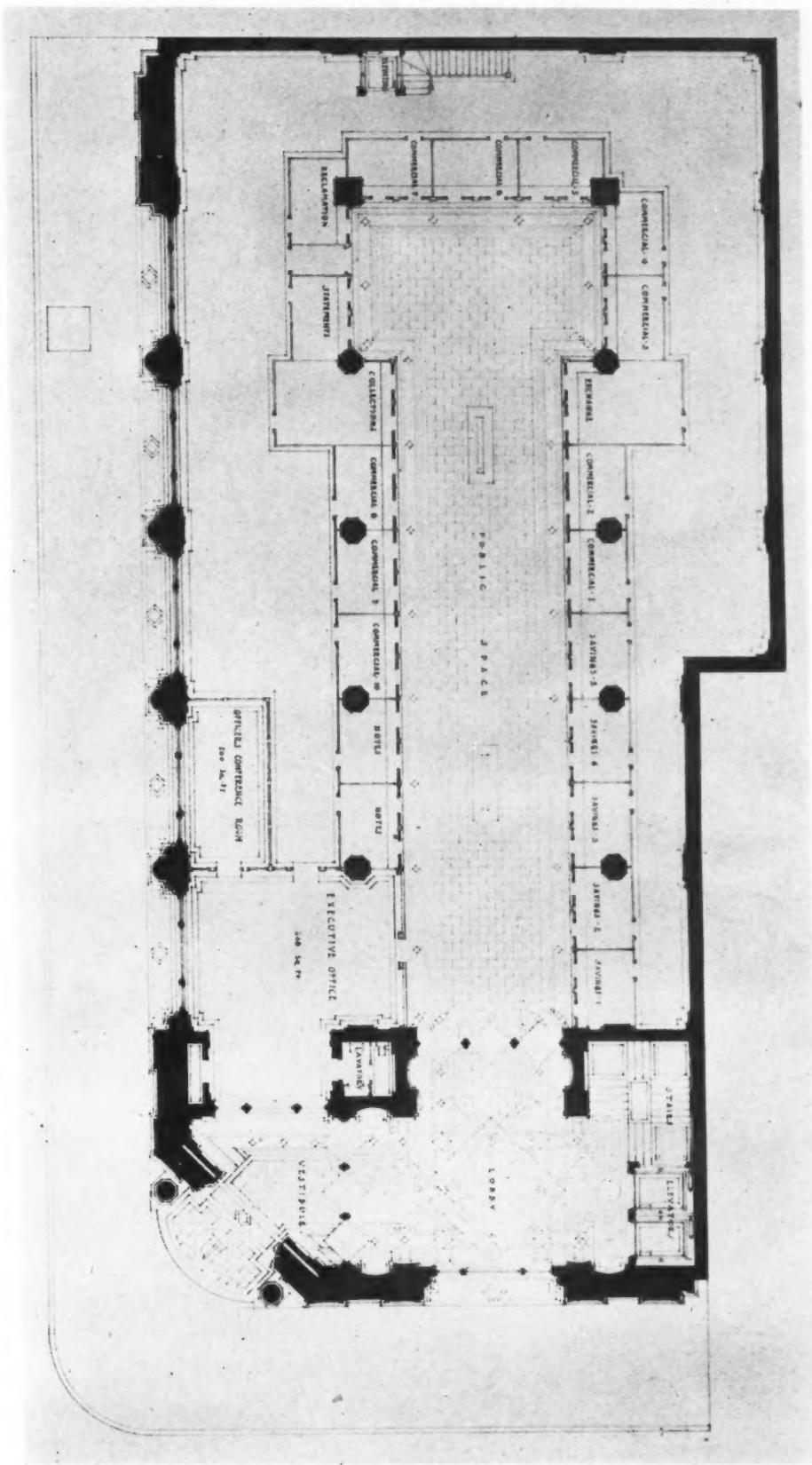
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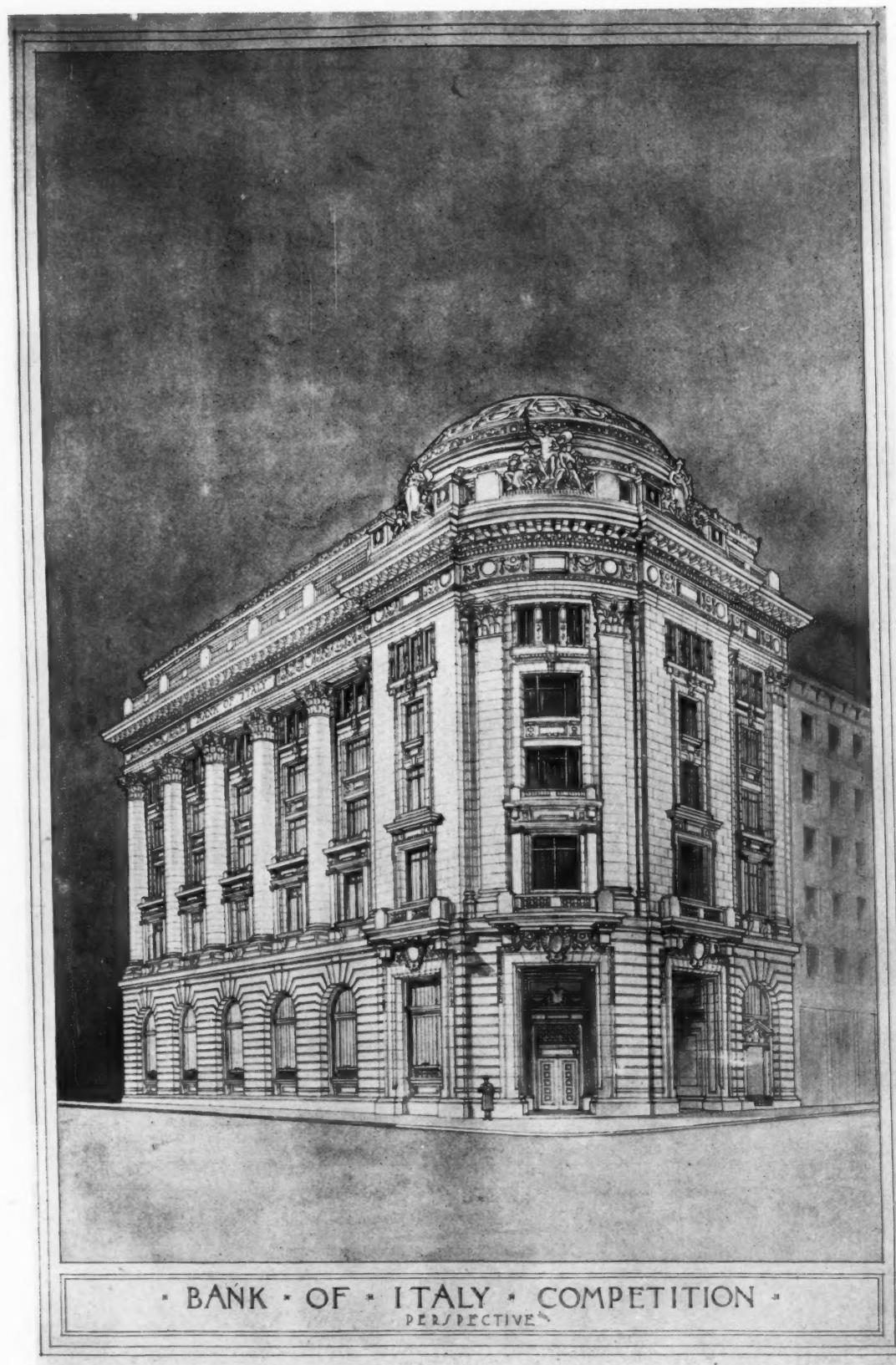
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COMPETITION FOR THE BANK OF ITALY, SAN FRANCISCO  
EDGAR A. MATHEWS, Architect.



PERSPECTIVE  
COMPETITION FOR THE BANK OF ITALY, SAN FRANCISCO  
WEEKS & DAY, Architects

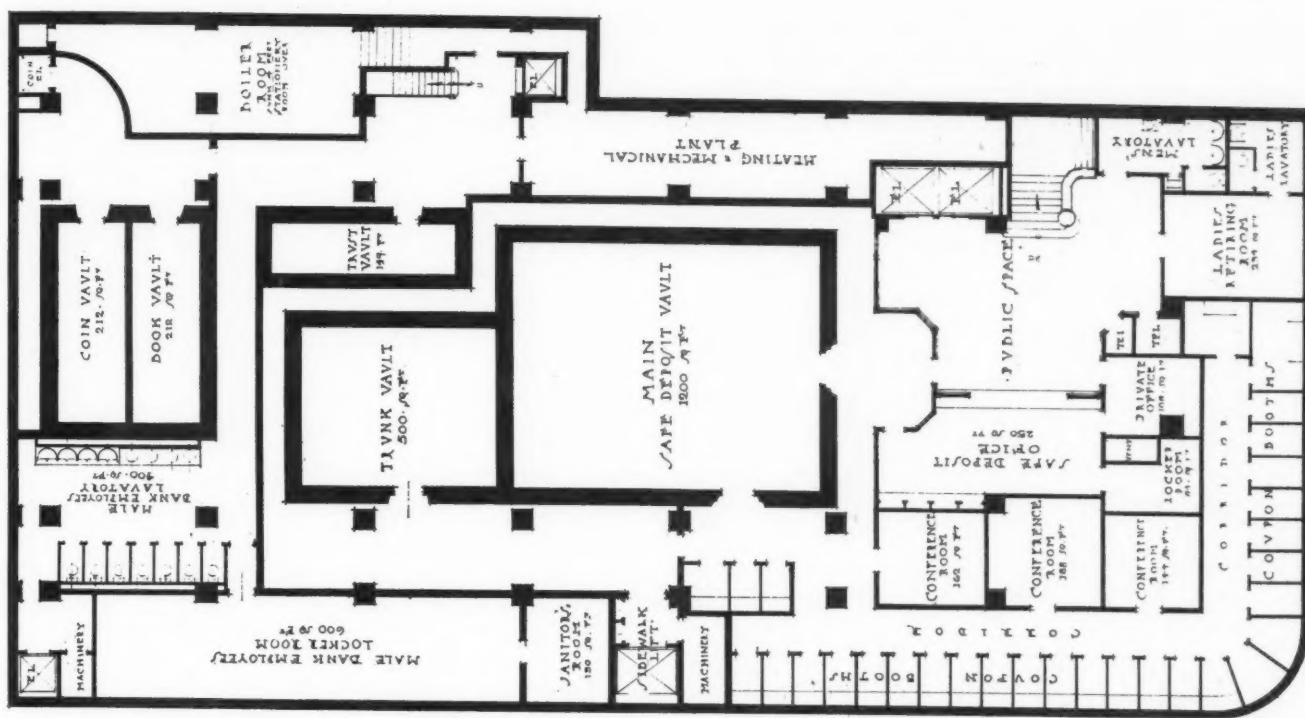


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WEEKS & DAY, Architects

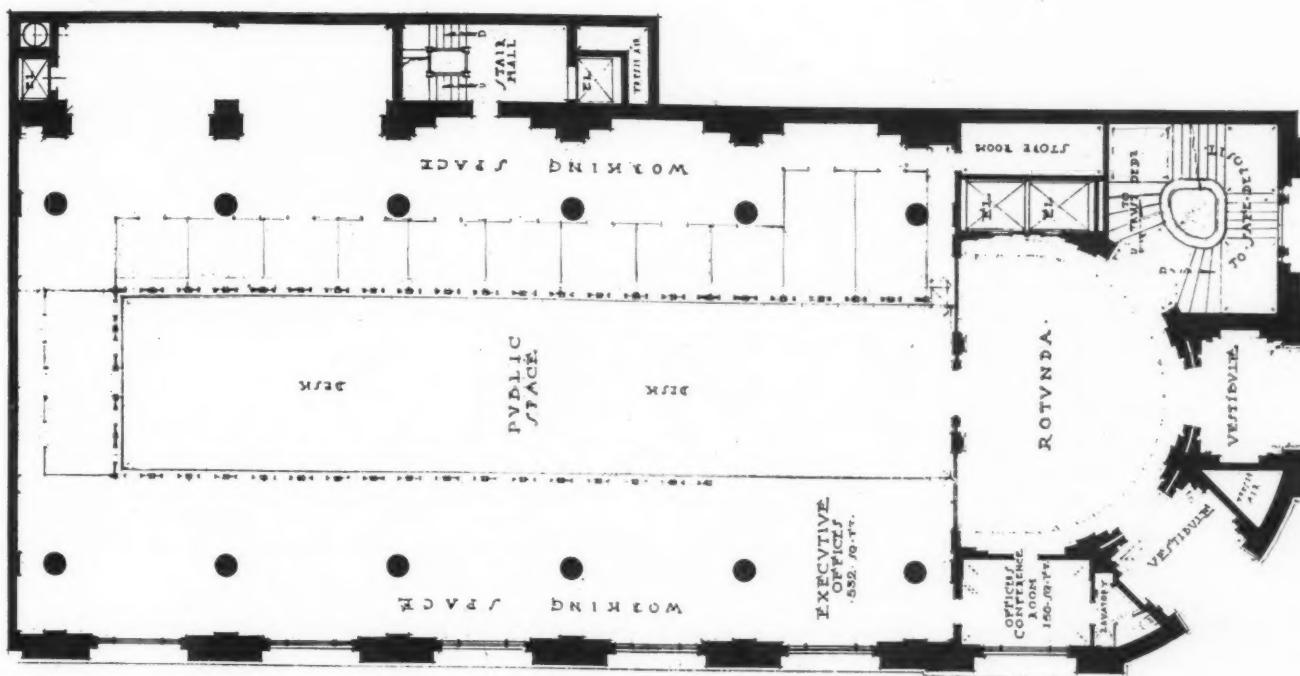


BANK OF ITALY COMPETITION  
PERSPECTIVE

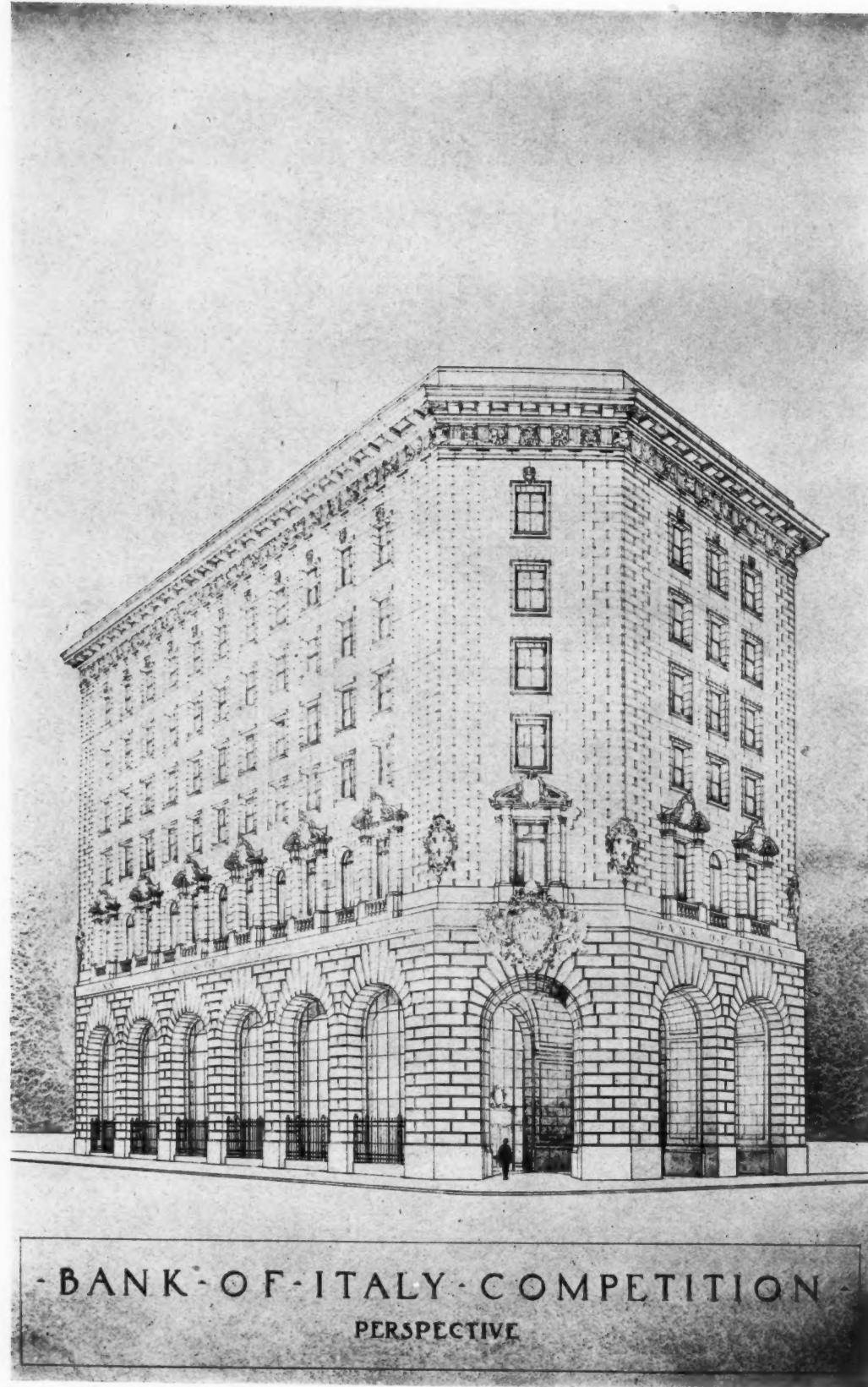
PERSPECTIVE  
COMPETITION FOR THE BANK OF ITALY, SAN FRANCISCO  
REID BROS., Architects.



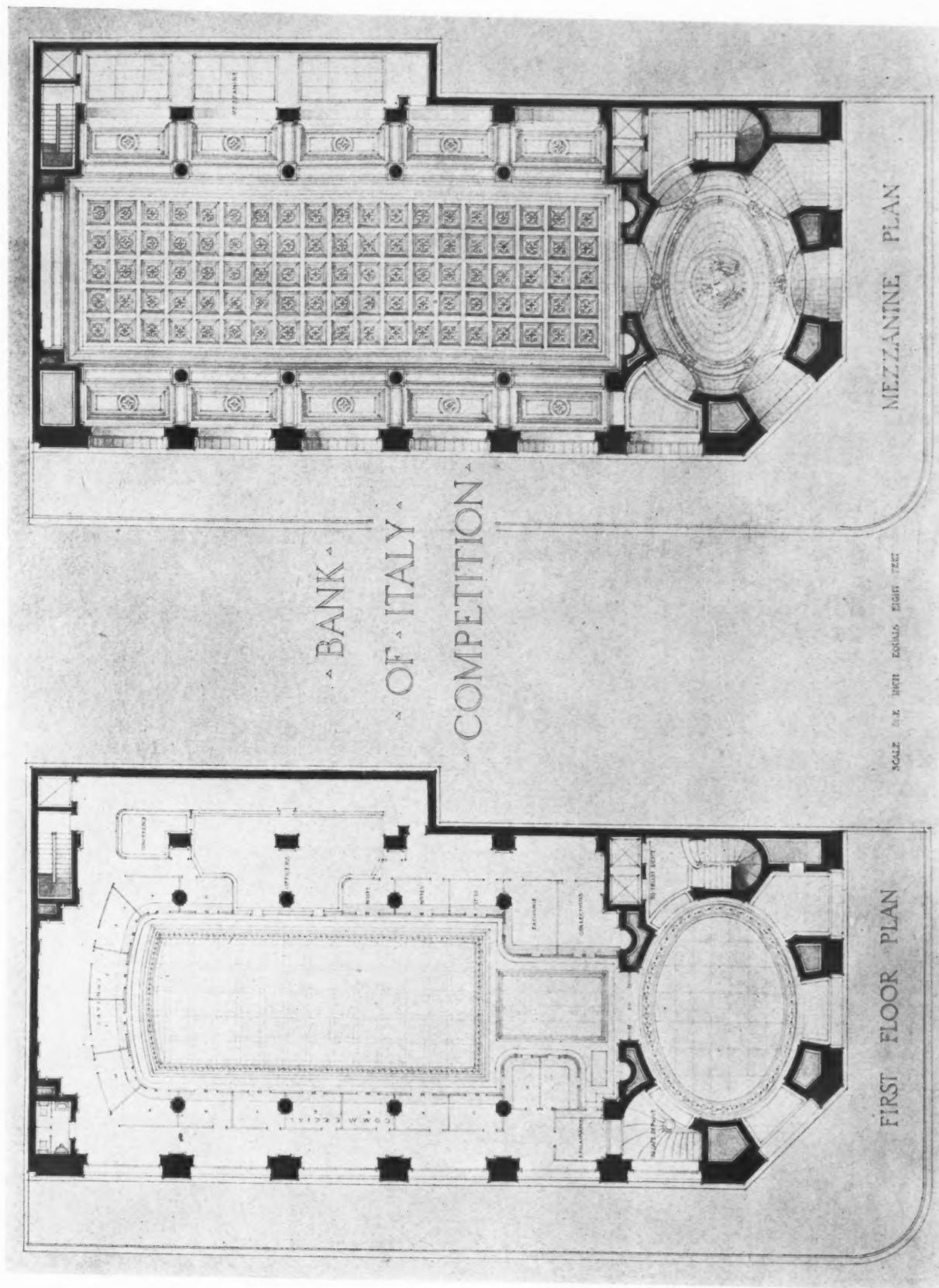
PLAN OF BASEMENT FLOOR



PLAN OF FIRST FLOOR  
COMPETITION FOR THE BANK OF ITALY, SAN FRANCISCO  
REID BROS., Architects.



PERSPECTIVE  
COMPETITION FOR THE BANK OF ITALY, SAN FRANCISCO  
BAKEWELL & BROWN, Architects





A HOUSE OF CYCLAMEN PLANTS IN BLOOM AT THE NURSERIES OF THE  
MACRORIE-MCLAREN COMPANY, San Mateo



BELGIAN BAY TREES AND GLOBE BOXWOOD

# The ENGINEER

## SELECTING A LIGHTING SYSTEM

By CHARLES T. PHILLIPS, C.E.\*

The scientific selection of a system of illumination, whether for a small residence, a monumental public building, or the streets of a town, involves factors common to other branches of engineering and architecture. Where the aesthetic taste is to be gratified, the efficiency of the installation may be secondary to the artistic features; yet by careful designing and co-operation between the artist and the engineer the efficiency of any installation can be raised to a high degree. In the past the difficulty has been that the fixture designer was an artist only, and often knew little of and cared nothing for the cost of the lighting or the effect upon the eyes of the persons who were to use the resultant illumination. On the contrary, the illuminating engineer considers the effect of the lighting upon the individual and its cost of maintenance. His training embraces a thorough understanding of the physical sciences, including a knowledge of the structure and characteristics of the human eye. The majority of eye troubles can be traced to defective lighting. School children, whose eyes should be protected to the fullest extent, are often compelled to do home study under the painful glare of misplaced lights of high intrinsic brilliancy, and students attending night schools are frequently subjected to lighting conditions more objectionable than those found in the average home.



FIGURE 1.

\*Consulting Engineer, San Francisco.



FIGURE 3.

The advent of the high efficiency lamp must be credited with the rapid advance in scientific illumination, and succeeding years find the standard of artificial lighting raised to ever higher degrees. The introduction of a greater variety of lighting units, reflectors, and systems of application, and the solution of difficult problems through scientific investigation and a better knowledge of the underlying principles of illumination, have all added their share toward bettering the conditions in the field of artificial lighting.

Artificial lighting may be divided into three general classes,—direct, semi-indirect, and indirect. Each of these systems can be divided again according to the several methods of application that are characteristic of it.

Direct lighting, that most commonly used, is the system in which the light flux from the lamp takes the shortest path to the plane to be illuminated. When reflectors are used, that portion of the light flux that is not directed to the desired plane from the bare lamp is redirected by the reflector, thus increasing the efficiency of the installation. Where the lamp is enclosed in an opalescent globe, the flux is diffused. This reduces the intrinsic brilliancy, and the efficiency is lowered owing to absorption by the glassware and the loss of light which is directed away from the lighting plane. This class of lighting is used mostly in residences, factories, stores, etc. A well designed system of direct lighting will have an efficiency as high as 70%. A good example of a direct lighting fixture is shown by Figure 1.

Semi-indirect lighting usually consists of a translucent diffusing bowl, with an open top from which the greater part of the light of the contained lamp is directed upward to the ceiling, whence it is diffused and reflected throughout the room. A portion of the light is transmitted through the bowl and reaches the plane below as direct light. The efficiency of this system of lighting will average about 55%. A semi-indirect lighting fixture suitable for high ceilings is shown by Figure 2; one suitable for low and medium height ceilings is shown by Figure 3.

The least efficient system of lighting is the indirect, in which the entire light flux from the lamp is directed to the ceiling or some other reflecting surface, and thence re-directed to the plane to be lighted. By this means of transmitting the light a high degree of diffusion takes place and a soft and uniform illumination

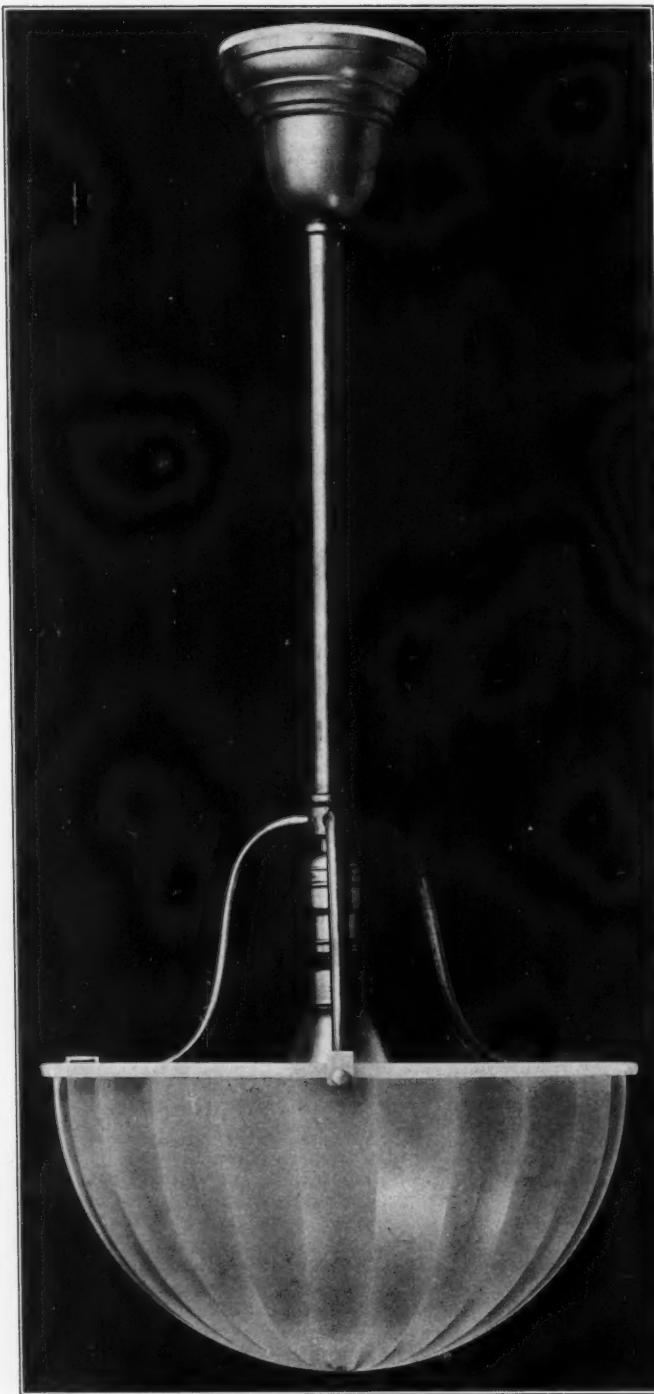


FIGURE 2.

is obtained. This results in increased eye efficiency, due to the absence of sharp shadows and glare.

There are numerous systems of indirect lighting. Where fixtures are used they usually consist of an opaque bowl containing reflectors which direct the light from the lamps to the ceiling. Other systems use ornamental recesses or coves which form a part of the decorative scheme and are so modeled as to accommodate the lamps and reflectors. The scheme of using a cove and installing numerous small lighting units is not good practice, unless very carefully planned. The installation cost is high, the efficiency is low, and the resultant illumination is not good because

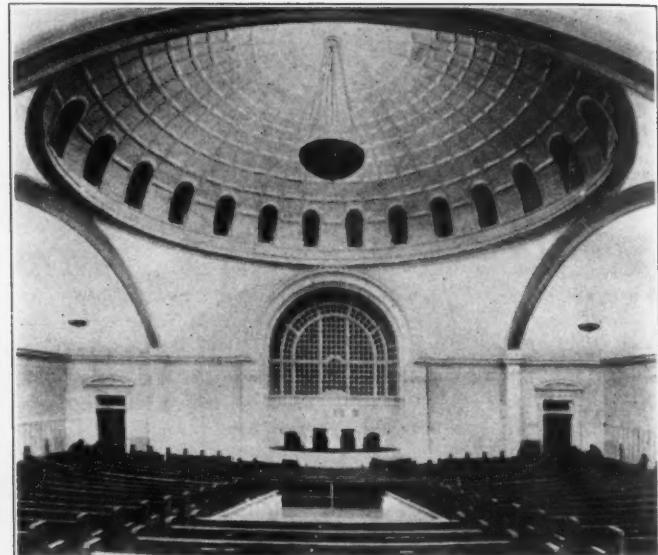


FIGURE 4.

of the streaked effect.\* A good example of indirect lighting is shown by Figure 4, which shows the interior of a church with indirect fixtures.

In rooms where semi-indirect or direct lighting is used, the ceiling and side walls should be tinted in light tones—near-white, cream, or light buff—so as to give a high degree of reflection. With regard to finish, preference should be given to matt, stippled, or satin, rather than glazed or varnished. This applies particularly to painted surfaces, as wall papers are usually matt. It should also be remembered that the re-directed light will partake of the color of the painted ceiling or wall.



FIGURE 5.

\*It should also be noted that, unless very carefully planned, the installation of indirect lighting in architectural members is apt to be objectionable from the standpoint of design. There is an almost unavoidable tendency to create disconcerting rims or lines of light and shadow having no relation to, indeed generally contrary to, the normal architectural composition.—Editor The Architect.

# The CONTRACTOR

## NATIONAL CONFERENCE FOR THE DEMOCRATIZATION OF THE CONSTRUCTION INDUSTRIES

Charles W. Gompertz, President of the Building Industries Association of San Francisco, member of the Board of Directors of the National Federation of the Construction Industries, is in receipt of a communication from the head office of the Federation in Philadelphia, which tells of a plan now being developed looking towards the democratization of the building industries. This plan includes in its scope manufacturers of building materials, contractors, architects, engineers, supply houses, transportation, finance, in fact all activities which are directly or indirectly affiliated with the building industry in this country.

The manufacturers would include representatives from the 128 different crafts, or one third of the industries of the United States, directly or indirectly producing construction materials. The distributors would include representatives of wholesale and retail interests, contractors, architects and engineers, supply houses, jobbing houses, builders exchanges and others. The consumers would include representatives from 134 Granges; 24 Farmers' National Headquarters; 29 National Farmers' Organizations; 221 state agricultural associations; national and state real estate associations; Federal and State Highway Commissioners, Building Commissioners and all other organizations of consumers which are interested in construction. Organized labor would include representatives from both national and state organizations. Finance would include representatives of trust companies, building and loan associations, bond companies and other banking institutions concerned with construction. Transportation would include representatives of the U. S. Railway Business Men's Association, and of individual steam and electric roads.

While this is the first public announcement of the proposed conference, it was learned that the Directors of the National Federation of Construction Industries have been working for weeks upon the details of the Conference and that important meetings of representatives of the several groups concerned have been held, the last one being that of the producers and distributors of construction materials, which was held in one of the large Eastern cities recently.

The Federation has also been sounding out construction business sentiment throughout the United States and thousands of letters of a confidential nature, coming into the Federation's offices



NEW CONSTRUCTION IN WEST PORTAL PARK

indicate that these business men are apprehensive because of present uncertainties and indecisions of construction business. This condition has resulted in an unwarranted state of unemployment and in many cases has caused inability to re-employ returning soldiers.

For the past two years, building construction in the United States, except for the War Department, has been practically at a standstill, and it is estimated that the delayed construction program includes from six hundred thousand to a million houses needed immediately to meet the requirements of the people of this country. Large sums of money have been appropriated for public improvements both by the Federal Government and by individual States, but the officials responsible for the expenditures in many cases hesitate to proceed with the work authorized.

When asked why this condition exists, Mr. Gompertz said: "that from the canvass of opinion above referred to, it appears that the condition is one of psychology rather than one of materials. Labor is available, money is at hand, material is abundant and the need for construction is pressing. All of the elements for active business are present, but construction does not resume. Many of the people of the United States seem to feel that we shall revert to pre-war prices, and they are apparently postponing construction until the reductions in prices are realized. An examination of the history of prices shows clearly that after none of the wars of modern times, in any part of the World, have prices reverted to the pre-war status."

The increase in prices in the United States during the recent war has been much less than in other countries, except Australia and New Zealand. Not only in Germany and Austria, but in neutral Europe and among our allies have prices advanced, in many cases, far beyond those now prevailing in this country. The reason for our present increase in prices is apparent, if we will review our economic role. We have greatly increased our gold reserve. But we have not increased the service or the supply of goods to be exchanged therefor. As a result, more money is required in the purchase both of labor and commodities. With a greatly increased gold reserve, having over seven hundred millions of dollars of free gold in this country in addition to that needed to meet the legal requirements of our present banking system, and with commodities not equal to normal demands, prices are not only higher than they were before the war, but they give promise of having reached a new permanent level.

"This information, however, has not filtered down to the mass of the people, and the Directors of the Federation, therefore, feel that they should call together, for the first time in the history of the United States, a conference where all of the parties directly or indirectly interested with the Construction Industry may come



NEW CONSTRUCTION IN WEST PORTAL PARK

## THE BUILDING REVIEW



NEW CONSTRUCTION IN WEST PORTAL PARK

to an understanding relative to the new economic conditions with which the United States is now confronted."

The difficulty of carrying on a conference of this size can hardly be exaggerated. It would be necessary to hold specialized group meetings, general group meetings and meetings of the whole. It would be necessary to hold individual group meetings of construction manufacturers, of construction contractors, of labor interested in construction, of representatives of the financial interests, and so on. It would also be necessary to hold meetings of two or more of these groups together. And, finally, it would be necessary to hold meetings of all representatives concerned with building construction, highway construction and other departments of the industry.

It is believed that such a conference would devise a construction program applicable to present conditions. The Directors of this Federation,—potentially representing one-third of the business firms of the United States, and interested primarily in the construction industry, feeling that existing class distinctions are un-American; that new standards of carrying on the construction business must be formulated; that the construction industry must be democratized; and that unity of purpose and fairness of action will result if the representatives of the several groups concerned will sincerely seek the solution of our present difficulties.

Since the Construction Industry of this country annually produces over three billion dollars of additional permanent wealth, is the largest consumer of all materials, and affects the largest number of interests, the Directors of this Federation feel that the democratization of this Industry should properly be the first undertaken because of the immediate, far-reaching, beneficial effects.

The same spirit of faith in our nation, unselfishness, and unity of thought and action which gave us the victories of war will solve the problems of peace.



NEW CONSTRUCTION IN WEST PORTAL PARK

### SAN FRANCISCO INDUSTRIES SUFFERS FROM LACK OF CONCENTRATION

Like many other industries—I might say, like all other industries—the building lines of San Francisco, in common with those of the rest of the country, have suffered greatly during the past few years on account of the stagnation in every line of business except war work. Needed construction in both business and residential structures has been deferred until the arrival of a more favorable time, a time vaguely termed "after the war;" and the hope was felt that as soon as this time should arrive the hum of resumed activities would make everybody happy and prosperous.

San Francisco however, in addition to the above disadvantage, suffers from the lack of concentration in some departments of commercial life probably to a greater extent than any other city of equal size and importance. Her citizens engaged in these lines seem unable to get together in that whole-hearted way which spells success and which accomplishes big things. Often a single field of work is covered by several organizations, when it could be handled as well, or better, by one organization with the backing of the entire trade and interests of the particular industry.

This is one of the things from which the San Francisco building and contracting fraternity is now suffering. There is too much scattered effort, too great an amount of individualism in handling matters which call for the united hand and brain power of all interested. Dual organizations are maintained which serve but to keep two sections of the building trades away from each other, and prevent the industry as a whole from reaping the advantage of close and united action.

The present post-war conditions could be more successfully fought if there were one strong, central building-industries organization, instead of two groups of contractors and builders striving for similar ends. With identical ultimate objects to attain and the welfare of the contracting and building interests at heart, it seems unfortunate that San Francisco property owners, builders and contractors do not get together now that concerted movement to improve conditions is so imperative, and start working for the greatest good of the greatest number.

### ADVERTISING CLUB HEARS REPRESENTATIVE OF DEPARTMENT OF LABOR

Nicholas Van de Pyl, special representative of the Department of Labor and well known authority on business reconstruction, addressed the San Francisco Advertising Club on Wednesday April 23, at their weekly luncheon in the Palace Hotel.

During the war Van de Pyl was working with other experts of the Department of Labor in planning programs to insure an era of business and political prosperity after the war.

### FAMOUS CITY-PLANNER VISITS CITY

San Francisco's big business men and builders had an opportunity to hear Edward Bennett of Chicago, one of the country's most famous city-planners, tell of his work and of the need of city planning recently when that gentleman visited San Francisco and the Bay cities.

Declaring that the support which the San Francisco civic authorities were giving the City Planning Commission in the work of beautifying the city was worthy of all praise, Bennett stated that the work of that commission would justify itself in the long run.

"This city will save much money, very much, in the long run to rightly start beautification and keep at it," said Bennett. "The idea of the zone system is favored here, I'm told. This is a good idea for a fundamental zoning at the outset—of a factory section, wholesale and retail sections, a residential section, and so on.

Bennett was an assistant to the late Daniel H. Burnham, the Chicago architect and engineer, when the latter prepared his plan for beautifying San Francisco.

### THE PORTLAND CEMENT ASSOCIATION OF THE UNITED STATES MEETS IN SAN FRANCISCO

The Portland Cement Association of the United States held its quarterly convention in San Francisco April 23-4-5, at which many matters of importance to the cement industry were taken up and discussed. Concrete ships and their future was one of the most important subjects discussed. An inspection of the concrete steamer Palo Alto, which is being built at the Alameda yards of the Concrete Ship Building Company, followed the session. Del Monte was visited by the delegates after the final session of the convention.

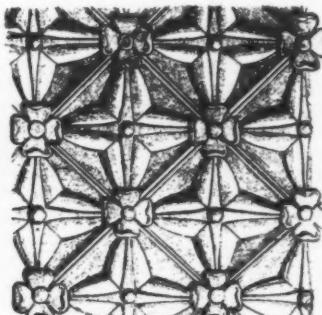
# INTERIOR DECORATION

## DECORATION AND FURNITURE—EARLY FRENCH STYLES

By H. G. SONNENSCHEIN

*Editors Note—The Building Review has made arrangements to run a series of illustrated articles on period furniture and furnishings which should be of exceptional interest to the householder and home builder. These articles have been specially prepared by an authority on the subject*

*whose knowledge was gained in Paris, London, Rome and other European cities, and who has made furniture, past, and present, a deep study. The series will embrace both foreign and American designs, illustrated with many beautiful copies of famous pieces and rooms in noted places in Europe.*

CATHEDRAL OF AMIENS  
FRENCH GOTHICCAPITALS AND TREFOIL—CATHEDRAL OF AMIENS  
FRENCH GOTHICCATHEDRAL OF AMIENS  
FRENCH GOTHIC

THE fall of the Roman Empire in the Fifth Century of our era left Western civilization in a state of prostration the nearest subsequent approach to which is the present exhaustion of Europe as a result of the Great War. Physically, economically, intellectually, the country was left little but a wilderness. Culture and art were compelled painfully to retrace the long road leading out of what verged on barbarism. From these ruins there gradually emerged two forces destined to play leading roles in the re-establishment of Western civilization. These were, the Empire of Charles the Great (Charlemagne), which restored law, order, and security to society; and the Roman Catholic Church, which preserved such fragments of pagan civilization as had es-

caped the holocaust, and upon them as a basis began the erection of a new cultural structure. This movement first took recognizable form in Italy, finding expression in the art generally termed Early Christian, whence it spread to the other countries of Western Europe, to develop as part of a broad movement but on individual lines in each respective locality.

The reconstitution of the Roman Empire by Charles the Great during the latter half of the Eighth Century marks the inception of observable indigenous artistic development in France. His coronation by the Pope on Christmas day, 800 A.D., is generally taken as the significant date. This first clearly-oriented style to arise out of the ruins of ancient Roman culture is denoted as Romanesque. It is the Western counterpart, and, broadly speaking, contemporary, of the Byzantine style in the East. The period, as



CAPITAL—MARMONTIERS—FRENCH ROMANESQUE (left)



PENDANT—BOURG—FRENCH GOTHIC (right)

CORBEL—ORLEANS—FRENCH GOTHIC (left)  
PENDANT—HARCOURT—FRENCH GOTHIC (right)

## THE BUILDING REVIEW

commonly understood, continues into the first half of the Twelfth Century, when it flowered into what is known as Gothic. It should be distinctly understood that Gothic did not displace Romanesque, and that there is no definitely assignable line of demarcation between them; the one develops and merges into the other by insensible gradations. Romanesque is one of those styles which have been called transitional; that is to say, it created no masterpieces of unquestioned finality on its own account, but it prepared the way for those which followed. The division between Romanesque and Gothic is essentially arbitrary, and to that extent misleading unless properly understood. It would be more nearly correct to regard the epoch between the fall of ancient pagan culture and its revival in the Renaissance as one period of Mediaeval Art, divisible into inception (Early Christian), rise (Romanesque), culmination (early and middle Gothic styles), and decline (Flamboyant and late manifestations of Gothic).

What is conventionally called Romanesque, however, is possessed of characteristics both structural and decorative sufficiently recognizable to warrant its being separately classed if only the historical facts are borne in mind. These features are more or less proper to the Romanesque art of all the countries of Western Europe, but they are perhaps best exemplified in that of France; just as later the magnificent culmination of Gothic art there finds its highest and purest expression. The architecture is characterized by naiveté, sobriety of conception, solidity, weight, comparative lowness, bulkiness of proportion. Strength and vigor abound, but rarely grace or delicacy. Structural experiment was indulged in, but fumblingly, hesitatingly, and, in comparison with the audacity of later Gothic developments, timidly. On the whole the expression is that of a static architecture, although to the penetrating eye there are embodied the germs of the stupendous dynamic Gothic which ensued. Walls are often of prodigious thickness. Openings are generally small, squat, round-headed, and flanked by stubby colonettes occupying embrasures in the wall. Wider openings are made up of these small units in series. Doorways often recess by several successive offsets, also flanked by heavily proportioned columns—the beginning of that motif which developed into the superb recessed portals of the French Gothic Cathedrals. Piers often take the form of clusters of stubby colonettes, between blocky bases and capitals which cover the group. The bearing on

the abacus of the capital always overhangs the column line. Decorative compositions rarely project, or give the sense of projection, from the wall. Details are blocky and bulky. Profiles used for their own sakes are rare and rudimentary. Sculptured ornament is used in considerable profusion, generally on flat surfaces; it is usually more or less heavy, but often of extreme richness of design and spirited in execution. Geometrical interlaces co-exist with ornament derived from natural forms. Mosaics are not uncommon in walls and floors. A beginning is made of stained window glass, although this art does not find its true expression until the Gothic culmination. Walls were hung with tapestries, hand-embroidered or woven. These were simple and naive in design, often introduced from England. An example of this early embroidery is the famous Bayeux Tapestry. Tapestry weaving is likewise an art which reaches its highest development in later periods.

We have no authentic specimens of wooden furniture dating from the earliest times. Paul Lacroix, in his book of *Manners, Customs, and Dresses of the Middle Ages*, tells us that the dining hall was generally the largest apartment in the palace. Two rows of columns divided it into three parts, for the noble family, the officers of the household, and the guests respectively. In other portions of his work we read of boxes to hold articles of value, and of rich hangings. In the furniture of this period we miss the elegant and refined lines of the later French styles. Chairs were built of oak, very massive, with leather seats—more for practical use than for appearance; although according to modern standards they were very uncomfortable. Beds generally had heavy columns at the corners, surmounted by a baldachin above which reached almost to the ceiling. In the earlier periods furniture was found only in the churches and castles. None but the great nobles, living on their lordly estates with large retinues of serfs and vassals, could afford it. The common people lived in simple block houses raised from the earth for protection from wild beasts and the rising waters of winter streams.

Furniture was usually lavishly carved and painted. Rich but simple color schemes were prevalent; blue and gold, and red and gold were favorites. The French artists of the later Romanesque period were known as great carvers and painters, and many of their works are in the possession of French museums.



DECORATIVE BANDS FROM THE CATHEDRAL OF AMIENS—FRENCH GOTHIC

## DINING ROOMS AND LIVING ROOMS

**T**HE construction and planning of the dining room and living room present many problems to the owner and architect, which have to be handled rightly or the dweller in the new home will everafter be reminded of the mistakes made in the construction of the edifice. With the furniture which goes into these rooms and the furnishings with which walls, windows and doorways are adorned, it is possible to rectify a mistake, as they can be changed if the owner is not satisfied. However, as it means needless expense and trouble, the best way is to see that furnishing and furniture of dining and living rooms are right in the beginning, and thereby start the new home off properly.

Furniture for the dining room most sought after by people of taste and refinement is simple in design, though beautiful in finish and ornamentation. In many cases, the sources from which these designs originated are classic, though they are more in the way of adaptions than the pure out-and-out copies of types of period furniture.

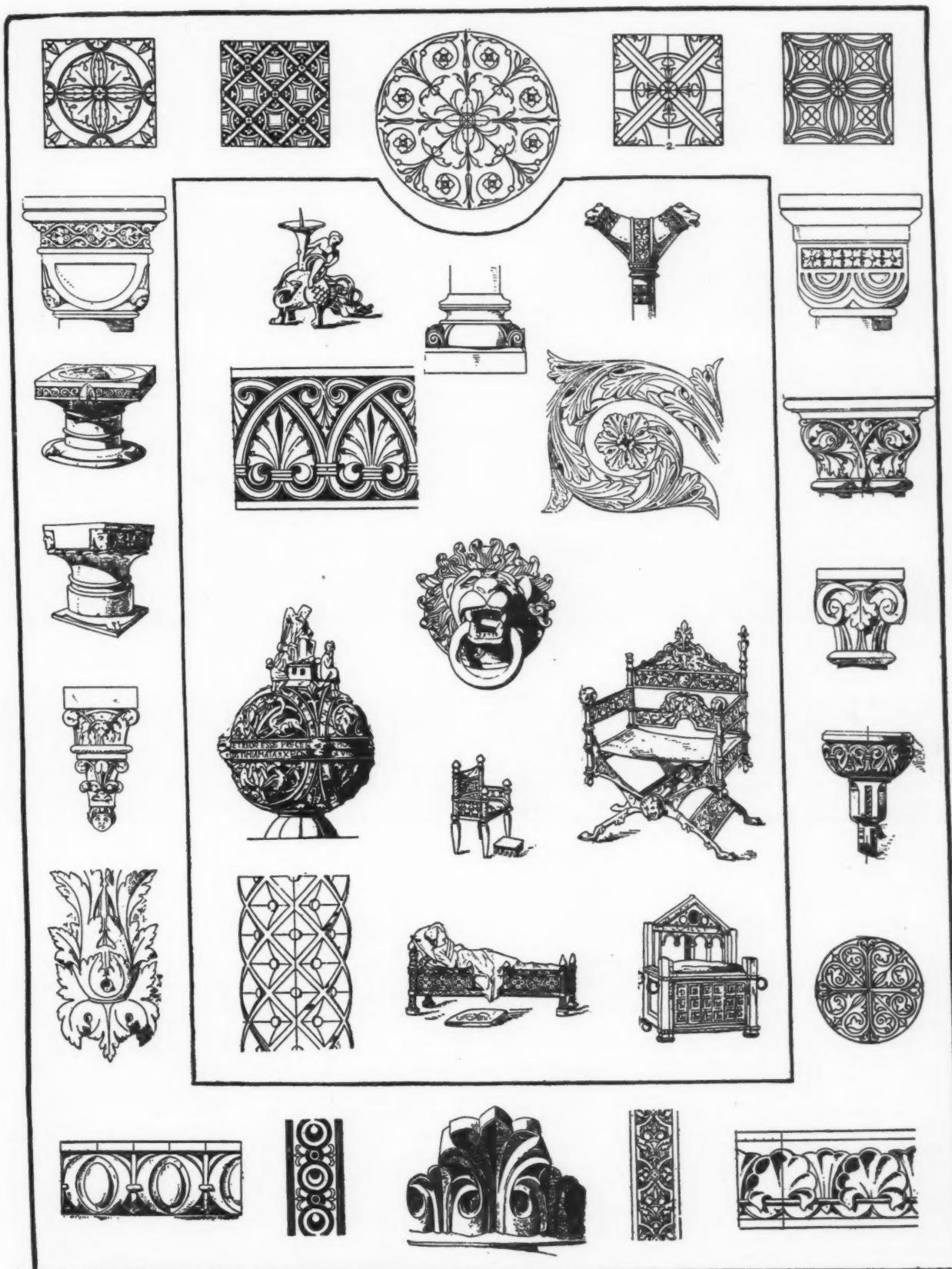
The great popularity recently attained by William and Mary designs in furniture is one of the outstanding features of the present day fashion in interior furnishing. So marked is this tendency that these designs threaten to rival, in oak, mahogany and American walnut, the Adam designs in Mahogany. The return to favor of William and Mary designs has been remarkable, and while as yet this fashion in furniture has not attained the degree of popularity which the Jacobean designs enjoy, it is very much sought after.

The most notable changes have taken place in the designs and styles of the less expensive types, which is indicated by the demand for these classes of furniture.

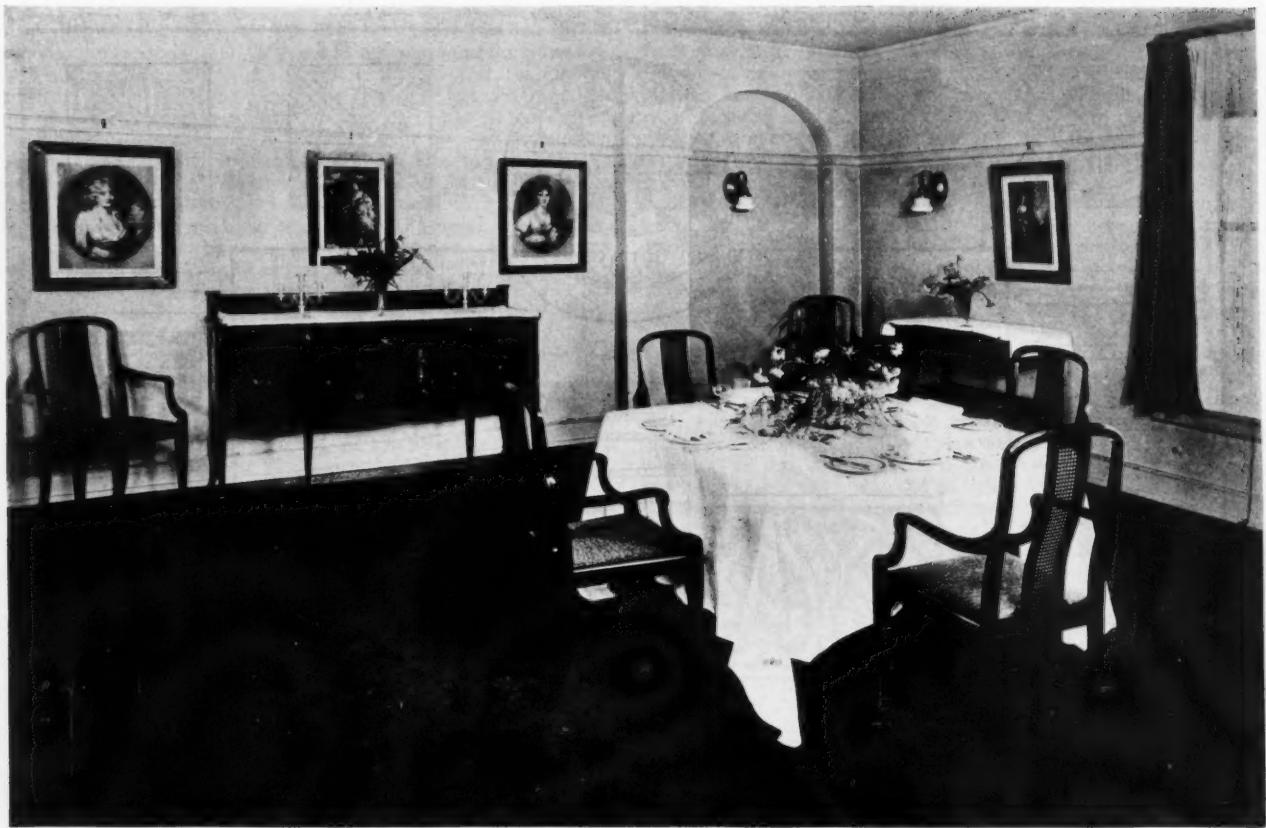
While it is true that Mission and Colonial styles still are demanded by a large number of builders and home furnishers, it is now possible to secure very good types of period furniture at prices which, even with the present post-war time charges taken into consideration, are reasonable.

The suites made in this grade number among their periods only the most popular designs at present, such as the Adam, William and Mary and Jacobean. Some makers of furniture are

THE BUILDING REVIEW



EXAMPLES OF EARLY FRENCH DECORATIVE FEATURES AND FURNITURE



A DINING ROOM OF SIMPLE DESIGN AND FURNISHING

also including in their output the Queen Anne, Sheraton and Louis XV types.

Designed to follow closely the more expensive types—the less expensive period furniture has of course similar designs to its more expensive counterparts, save that in the higher priced pieces there is a greater elaboration of detail and more ornamentation noticeable. Outclassing either the Colonial or Mission types in appearance and style, the less expensive period designs are still no more costly than either of the above, and are being sought after by many home furnishers and builders.

The house holders who have for so long looked upon period designs of dining and living room furniture and furnishings as beyond their reach on account of the outlay needed for their purchase, can now secure these less expensive period types and gratify their taste.

Sheraton, in Mahogany, with marquetry of sandalwood, white holly, vermillion wood, Circassian walnut or rosewood, on account of its graceful outlines and dainty symmetry, probably will continue to rank in popularity above all other period furniture, except Colonial, for bed chambers. With light blue decorations, white enamel woodwork and blue-and-white rugs, a Sheraton chamber delights the eye of an artist. Adam, in antique mahogany, with its gracefully tapering legs, tiny flutings and grooves, festoons and urns, is the ultra-fashionable furniture for chamber use.

In dining-room furniture, Colonial, Sheraton, Adam, William and Mary, Jacobean, Mission and Flanders are all used with varying degrees of popularity. Among these, Colonial is still eagerly sought by many, with Mission ranking first in bungalows and other homes where beamed ceilings make its straight lines most appropriate.

Adam in dining rooms, as in bed chambers, now has the full glare of the spotlight. An Adam dining room is not only the par excellence of dining-room fashions, but also one of the most beautiful dining-room settings.

The new way of designing bungalows of the more moderate type, in which the dining and living rooms are combined may have some effect in changing the demand for the various styles

of furniture, or it may serve to develop an entirely new school of furniture and furnishings, if this expression can be used. From a rapid glance at the building and architectural tendencies now apparent it looks however as if standard and approved styles and types will hold their favor with the public, and that what changes may be necessary to meet the combination dining and living room type of home, will be provided by adaptation of present designs and modifications to fit the new requirements.

#### REED FURNITURE

The adaptability of reed furniture to almost every demand has increased its favor in the public eye of late years. It imparts a graceful, airy effect, yet it is sufficiently substantial to meet the most exacting wear and rough usage. Only a few years ago it was looked upon by the majority of house furnishers as a type suited only to the summer porch, or rooms of similar character. Today it has invaded all parts of the home, even to the living room, dining room, bed room, parlor and library. The variety of attractive pieces which the manufacturers of reed furniture are now turning out is to a large degree responsible for its increased use. The almost numberless pieces created by the reed workers include lady's writing desks with glass tops over a spread of harmonizing tapestry, baskets, flower and fern stands, single chairs, double backed chairs, commodious rockers, center tables, cradles, center lamp stands, bedsteads and bedroom furniture and a dozen and one other articles of beauty and utility.

California, with its long summer days and mild winters has developed a peculiarly out-of-doors feeling in its life, and is thus peculiarly adapted to the employment of reed furniture. It is perhaps for this reason that so many homes, not only bungalows, but larger establishments, have used it extensively.

The industry has attained considerable proportions and in all of the principal Pacific Coast cities there are factories devoted exclusively to the making of this type of furniture. A number of plants have grown to considerable magnitude and employ large working forces.

THE BUILDING REVIEW



SOME ATTRACTIVE DESIGNS IN REED FURNITURE

# The FARM

## HOMES FOR A MIGHTY ARMY

BY WILLIAM C. TESCHE

**H**IS fame is unsung; no crown adorns his brow; the laboring elite of the city disown him, and in their councils his voice is unheard. His whims, his crudities and his selfishness have never furnished material for scarehead editions of the popular press. No force of arms was ever called upon to enforce the reduction of an abnormally swollen chest in his case. His escutcheon is as untarnished as his praises are unsung. Strikes, sabotage, traitorous incendiaryism and contagious germs of discontent, have a negligible place in his history. Yet, in the time of war, like the true patriot, he was not found wanting, and to him all credit is due. Though he be tabooed by the shipyard elite, his banner waves in triumph. He has won respect, where many of the inner circle have failed. All praise to the American Farm Laborer!

In contrast to the brilliancy of his achievements, the round of existence which has become his lot is discouragingly colorless. The Nation's citizenry is dizzy from campaigning and propaganda of the charitable and industrial sort. From Liberty Bonds to Milk for Homeless Cats; from Red Cross drives to Policemen's Benefits; from Ships and Sealing Wax to Cabbages and Kings are we being driven, and at that only a small part of the campaign ground is covered. Has anyone heard anything above a whisper in behalf of the Nation's backbone, the well known Man with the Hoe, who wields the tools of civilization ten and twelve hours a day for the princely sum of fifty dollars per month and found? If anything has been said on the subject above a whisper, the discordant howling of oppressed shipworkers, slaving at two hundred per, has most obviously drowned it out. However, when the turbulent mixture settles a bit, and some of the froth is blown away, we had better be on our way toward constructive consideration and economic betterment of the farm laborer. The demand is upon us, and we are the debtors. Moreover, who is more worthy of his place in the sun than the farm worker?

Among the several problems that the situation confronts us with, is the demand for housing. Among the many phases of post-bellum activity is to be found the agitation for a resumption of building. "Build Now" and "Own Your Own Home" will soon be familiar slogans, and rightly so. But the great mass of advertising and advice will be directed to the city and town folk, as has always been the case, and the reserved and scattered farmers will remain untouched and unawakened. The mighty army of fifteen million people who are actively engaged in agricultural pursuits in this land must have better housing facilities than ever before. Competition under our enlightened agriculture demands better homes, better barns, and better housing of

labor. In 1910 the value of farm property totalled the sum of forty-one billion dollars. Building improvements comprised sixteen per cent of this total. There lies a fertile field for you, Mr. Engineer, Mr. Builder and Mr. Economist. Go after it! Take a few steps beyond the city limits!

In the April issue of this magazine, Mr. McGarry forcefully reminded the dealer that:—

"Never before in the history of the nation has the farmer been in so prosperous a condition.

Never before has the demand upon the farmer for better housing been so manifest as in the past two or three years.

Never before has the just demand of the farm laborer for proper lodgings and decent surroundings been so cordially endorsed by the Government and the State.

The farmer must build, whether he likes it or not."

Barns and silos must not have the monopoly. Our debt to Jake the Hired Man cannot be disregarded, for he is entitled to quarters and surroundings befitting his place in the scheme of things; consequently no small share of our attentions will be required. If we continue in neglect of him, the farmer, the nation and the whole world will most assuredly be out of luck, for, like the Arab, Jake will silently fold his pack and steal away to the city.

Let us give thought to a few facts concerning our friend. There were in the United States, according to the 1910 census, six million farm laborers. About thirty-two per cent were married and in these families the average number of children were four. Therefore, almost ten million other people were directly affected by the workers' condition, or a total of sixteen million people were dependent upon day labor in the fields for their bread and butter. This excludes, of course, the great body of owners, tenants, and their families. In addition it must be borne in mind that there are an inestimable number of others, such as tradespeople and manufacturers, who are indirectly affected by the needs of the laborer. 'Tis an army many, many times greater in size than was ever called upon to down a Kaiser, and an army worth countless times as much to the Peace and Prosperity of the world.

From a social standpoint, it is obvious that the farm laborer finds himself rated a notch lower in the scale than his brother in other industries, for the reason that his surroundings are anything but conducive to the establishment of a social group of one kind or another. Long hours, isolation, fatigue, and the decline of interest resulting therefrom, have a decided tendency toward

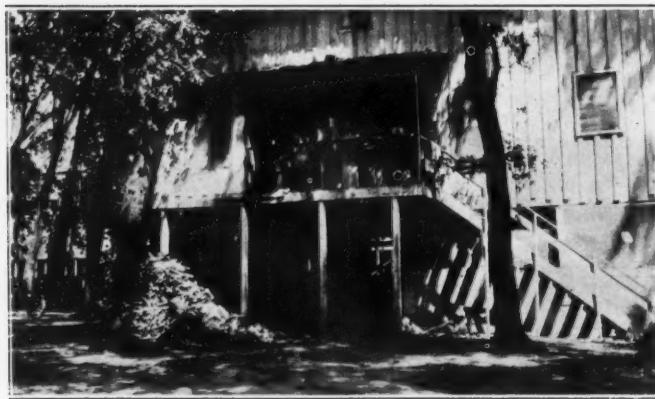


FIG. 1. ELEVEN MEN LIVED BELOW, AND SIXTEEN ABOVE THIS UNSANITARY KITCHEN

Photos by courtesy of State Bureau of Immigration and Housing



FIG. 2 BUNKS UNDER KITCHEN (FIG. 1.) THESE CONDITIONS WERE REPLACED BY BUILDINGS SHOWN IN FIGS. 3 AND 4.

## THE BUILDING REVIEW



FIG. 3. THE NEW DINING ROOM—ADMIRABLY ADAPTED TO WESTERN CONDITIONS

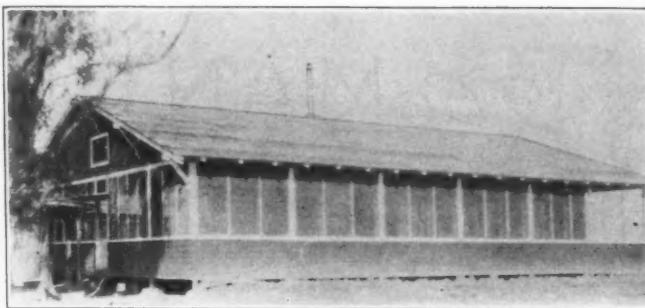


FIG. 4. THE NEW BUNK HOUSE. TWO MEN OCCUPY ONE ROOM, WITH SLEEPING PORCH

deadening social and community instincts. Inasmuch as he is unable to participate in the civic, fraternal and recreational features open to industrial workers in the towns and cities, he, in fact, holds no recognized position. The monotony of his job too often leads him along a shifting path, from farm to farm—hardly a stable form of civilization. What he wants and needs is a home, where he can reap the full harvest from the seeds of steady and enlightened industry, and can turn a deaf ear to the beckonings of the city.

The experience of the past has forcibly shown that industrial life in the cities offers a greater attraction than that in the country. Hours are shorter, remuneration greater, living conditions more satisfactory, and work lighter. With the growth of organization, the city worker has recognized in himself a great power, politically and economically, and has entered into the affairs of the nation accordingly. The very fact that the farm laborer has not as yet recognized his power, reflects the instability of his position. True enough, our friend Jake has before him the opportunity of enjoying contact with Nature, a healthy life in the open air as contrasted to the noise of the factory and the stuffiness of the shop. Too often, however, the disheartment of it all blinds his eyes to this asset, and Life assumes a colorless aspect, illuminated only by an occasional Saturday night in town. Give him a chance to raise his eyes from the ground to the walls of his own home and thence to the skies and the radiant sunshine.

Three classes must be reckoned with. In the first class are the married men, ranking highest, without doubt, in sobriety, industry and ambition. They must have homes for their families, preferably on the ranch which employs them, and these homes must be adequate, neat and clean, such as will inculcate pride in those who occupy them. There is the idea, Mr. Builder, and you too, Mr. Farmer. The few hundred dollars which this sort of a home represents may seem small when compared to the attractive thousands in a city home, but remember the fact that there are twelve million or more people who want these homes and at this moment they are not nearly as well provided for as the city dwellers. A thousand dollar house for each of two million families represents two billions worth of farm homes—quite a campaign ground, after all. Moreover, there is the attractive probability that many other men, who otherwise hesitate at the thought of family responsibility, will take heart upon being offered prospects of a home by their employers, and "do the deed," a step toward steadiness and contentment.

The second class comprises the unmarried men who are steadily employed upon the farm—the ones who are apt to be the most restless. In order to be depended upon they must be not only satisfied with working conditions, but with their quarters as well. A bunk isn't all that is necessary. Facilities for reading, writing and lounging about at the end of the day, with plenty of light, air and warmth, will tend to create a home-like atmosphere and soften an-of-time gloomy grind. Remember that we are not dealing with livestock, but rather with humans, to whom the common comforts of life are as essential to happiness as they are to ourselves. Where a number of men are employed, a single large room should be added to the bunk section, wherein the men will be free to talk, smoke, and play cards if they wish. While on the farm the fields are their labor and the bunkhouse their home. Simple comforts will bring their reward.

The same principles apply to the third class into which labor of a necessarily migratory nature falls. There should be no such

group, but as long as specialized agriculture exists, there will be a demand for a large number of extra laborers during harvest season. Diversification of agriculture and all year-around employment as a result, is the remedy. This is aside from the present discussion, however. Migratory labor ranks lowest in the scale, yet its economic importance cannot be disregarded. The morale of the great harvest army must be preserved by the application of decent treatment. The State wields the club over the head of the employer who fails to provide at least sanitary quarters, but a little common business sense, mixed with an ounce of personal interest, should impel employers to do the right thing without the stern persuasion of the law.

Many a man is serving his apprenticeship in the fields, eagerly waiting for the time when he may own his own land. Don't let his spirit dwindle, for the Nation wants him. He is preparing to take his place in the endless chain of agricultural progress. He must not be side-tracked. Every other industry recognizes in its apprentice workmen a vital force directed toward the future prosperity and progress of that industry. By creating a vast army of skilled workmen whose lives will be dedicated to a one great art, the success of the machine throughout the years is insured. The one outstanding element in this whole scheme of progression is Encouragement. And so it is with agricultural endeavor. Under present circumstances it is altogether too easy for men to desert the fields, and the strength of outside attractions is not to be belittled. To combat these, a goodly dose of encouragement flavored with a pinch of altruism, administered to our farm hands throughout the year in the form of proper housing, will take much of the soreness away. Thus will the path of agricultural progress be made easier to the millions who have chosen to follow it in quest of success and enlightenment.

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"There is one kind of a silo that is no earthly good, and that is the one you dream about. It will never increase the production or the carrying capacity of your farm. It will never add to your profits. It's alright to build air castles, but build the right kind. Make them of substantial materials and put foundations under them. Then they will prove monuments that will pay big dividends. They will pay for themselves in three years—often in two or in one."—R. H. Whitten in *The Pacific Rural Press*.

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To remove stumps in clearing land, the use of dynamite is to be recommended as superior to other methods. The cumbersome power machinery is thus obviated, the stump is torn out without masses of dirt and stones adhering to the roots, and in such small pieces as to be easily hauled from the land. The soil is loosened up and rendered more favorable to subsequent cropping by the same blasts.

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The setting of ditch structures depends upon the soil to be traversed. Sandy soils are more liable to erosion, and consequently all gates and weirs must be set with firmer lateral and bottom support than in the case of clay soils that are not as easily washed away.

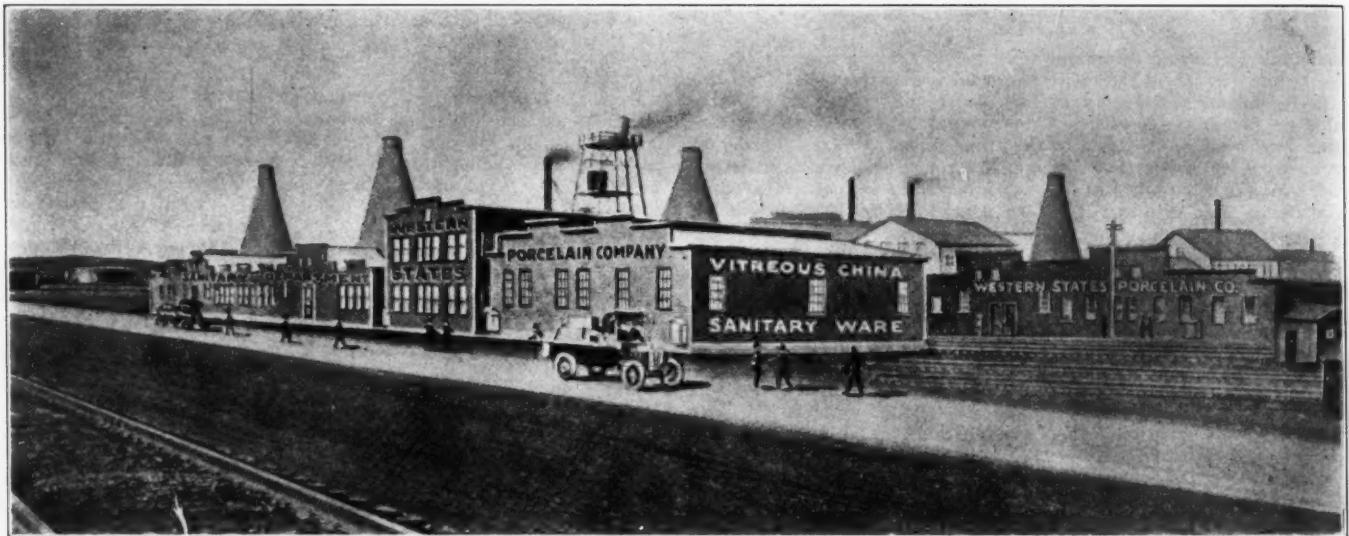
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Concrete floors are highly desirable in barns for obvious reasons. However, do not make the mistake of neglecting to cover the floors of stalls with planking. Concrete grinds the hoof of an animal, and is cold and fatiguing.

# The MANUFACTURER

## CONDITIONS INDICATE THE GREATEST ERA OF PROSPERITY

By WILLIAM RUTLEDGE McGARRY



ONE OF THE PLANTS WHERE PACIFIC PLUMBING FIXTURES ARE MADE AT RICHMOND, CALIFORNIA

**I**N the last issue of *The Building Review* I pointed out some of the indicia of the great business revival throughout the nation.

I indicated to the lumber manufacturer the imperative demand awaiting him at the cross-roads of Peace.

To the manufacturer of cement I pointed out the inevitable results of post-war conditions which meant a volume of business never before experienced in the history of that industry.

To the manufacturer of lime and brick and gypsum and expanded metal and asbestos and many other articles that go into the building trade I indicated a situation, justified by facts, that opened a field of unlimited possibilities for the alert and vigilant man of affairs.

In that discussion it was taken for granted that the manufacturer could analyze conditions and not wait for George to do it before he got into the game. It was also assumed that the builder and the dealer would start something. Prosperity always is dependent on some one to get a move on themselves. The Macawbers of business, like the Macawbers of fiction, never get very far; and they are always found in the list of failures whom Bradstreet and Dun so pitilessly record for our commiseration—every once and a while.

As a matter of fact it always happens that when a body of men who are engaged in any kind of business wait for falling prices, either in the labor market or any other market to enable them to make a little more profit in the enterprise,—that everybody waits and that everybody starts about the same time. The result is to uniformly create an artificial demand that boosts prices to the vanishing point of profit and destroys the very opportunity that the wise old owls of business expected to appropriate to themselves.

It has happened a thousand times in all fields of operation. In the labor market, in the material market, in the real estate market, in all markets wherein iron and steel play a part in the program of business activity; and it would seem to suggest a lesson of sufficient importance to justify the expectation that our

manufacturers will get busy now and take advantage of conditions that do really exist.

The labor problem is always an item of first importance to manufacturers. It is always to be considered at every point of the game. Where the area of activity is at all restricted this item is often the determining factor in the account of profit and loss. But where the activity is general,—where the program is essentially universal,—where the nation, the state, the city and all the political subdivisions of society are introducing plans for new activities to extend the volume of production, the manufacturer who gets going first is the man who always wins.

In estimating the possible profits in business for the next couple of years the constructive business man will tie the wage, price and gross profit budgets together. He will recognize the dominant and secure position of the wage earner without any quibbling as an insuperable economic fact and make his estimates accordingly.

After a period of war, wages have always gone up while manufactured goods have gone down. This would seem to be one of the injustices and fortunes of war. But on closer analysis it will be found that such conditions have resulted from imperfect production and does not obtain in this age of our perfected manufacturing and scientific methods of production.

The accepted rule should be that the laborers share of the sales price should be in proportion to the gross profits received. But this has not always been the case. Indeed in a number of instances it will appear that when deductions are made, of cost of materials and supplies, wages and salaries, taxes and charges, interest, depreciation, maintenance and bad accounts, from the total selling price that the laborer receives from two to three times more than the manufacturer receives with all his capital invested and all the chances taken in the enterprise.

In this connection it will be interesting to study the general trend of wages and prices as showing how wages have increased while prices have declined proportionately. This is due to the improved methods of production and the increased volume of

## THE BUILDING REVIEW



ONE OF THE PLANTS WHERE PACIFIC PLUMBING FIXTURES ARE MADE

products which enables the American producer to maintain a high scale of wages and at the same time get by with a profit.

For instance.

Year	Wages	Prices	Year	Wages	Prices
1864	\$ 80.80	\$194.00	1902	\$177.40	\$101.58
1865	89.60	261.00	1903	182.50	100.35
1866	109.90	211.60	1904	182.40	100.14
1875	140.60	145.30	1913	223.50	116.32
1878	139.70	117.90	1916	247.90	145.14
1879	139.60	107.10	1917	291.80	211.95
1880	142.20	118.30	1918	360.20	232.57

Thus it will be seen that while prices have increased from \$194.00 in 1864 to \$232.57 in 1918 wages have increased from \$80.80 in 1864 to \$360.20 in 1918, or apparently all out of proportion. But as a matter of fact this is more apparent than real with the progressive manufacturer, that is, the manufacturer who actually gets down to business and does things. Only with the laggard, the man who holds back and becomes a mere follower in the procession do these figures spell despair and failure. Hence the lesson to be drawn from this condition is what I have already indicated,—namely get a move on and don't wait until all the orders have been appropriated by your more progressive neighbor.

Then there is the political equation to be considered. This is always an incumbrance to business. Society is already prepared to go ahead if the politicians will let go of the strings. Business men are already insisting on going ahead for the sake of their own investments which the politicians will scrap by inaction. If the business interests of the country can pry this fellow loose, the whole face of industry will be wreathed in smiles.

### DON'TS FOR MANUFACTURERS

The Federal Trade Commission has given out several items of bad practice which it believes should be discontinued. It is tabulated by Mr. C. W. Dunn, Consul for the American Specialty Manufacturers and some of its salient DON'TS are as follows:

1. Don't give a dealer a rebate or a special commission for handling your goods exclusively.
2. Don't give a dealer a cumulative rebate or discount based on volume of business.
3. Don't try to make a contract with a dealer not to sell your competitor's goods.
4. Don't provide in your contract that your line will be withdrawn, if your competitor's goods are advertised in the same medium.
5. Don't guarantee the dealer against the decline in the price of your goods.
6. Don't try to make an exclusive contract or one in restraint of trade.
7. Don't gig on your contract to deliver when your goods

have advanced in price and sneak around selling them for a higher price to other dealers.

8. Don't issue any lottery premium coupons.
9. Don't induce or cause contracts affecting competitors to be broken, rescinded or delayed.
10. Don't buy in your own goods to maintain the price you have attempted to fix for the retailer.
11. Don't discriminate in prices whereby you give one community an advantage over another.
12. Don't blackmail by threats, intimidation or otherwise a dealer who furnished a competitor with supplies.
13. Don't threaten your competitor that you'll put him out of business unless he refrains from selling in a certain territory.
14. Don't combine with a buyer who conspires to force down the price of a commodity by refraining from bidding.
15. Don't join an association which attempts to fix a standard of prices by penalties, fines and withdrawals.
16. Don't engage in any practice with the intent and purpose of suppressing and destroying competition.

The above, and many other don'ts merely indicate that the offending party lays himself liable under the Sherman Act to prosecution and double damage and is quite likely to get into the same box that the manufacturers did in the celebrated Gilman case in Oregon a few years ago. In this case many innocent merchants were severely stung by merely becoming associate members of an organization which overlooked these modest little don'ts.

### LEST WE FORGET!

Congress, in recognizing that a state of war existed with Germany on April 6, 1917, closed its resolution with the following words:

"AND TO BRING THE CONFLICT TO A SUCCESSFUL TERMINATION, ALL OF THE RESOURCES OF THE COUNTRY ARE HEREBY PLEDGED BY THE CONGRESS OF THE UNITED STATES."

### LEST WE FORGET!

"Whereas, the Imperial German Government has committed repeated acts of war against the Government and the people of the United States of America: Therefore, be it

RESOLVED by the Senate and House of Representatives of the United States of America in Congress assembled, that the state of war between the United States and the Imperial German Government which has been thrust upon the United States is hereby formally declared; and that the President be, and he is hereby, authorized and directed to employ the entire naval and military forces of the United States and the resources of the Government to carry on war against the Imperial German Government; and to bring the conflict to a successful termination all of the resources of the country are hereby pledged by the Congress of the United States."

Approved, April 6th, 1917.

WOODROW WILSON.

# The DEALER

## THE PRESENT COST OF MATERIALS NO BARRIER TO PROFITABLE BUSINESS

By WILLIAM RUTLEDGE McGARRY

**T**HE reorganization of our industries upon a peace basis following their almost complete devotion to the exigencies of war is moving forward, especially in the eastern part of the United States, with a rapidly increasing momentum.

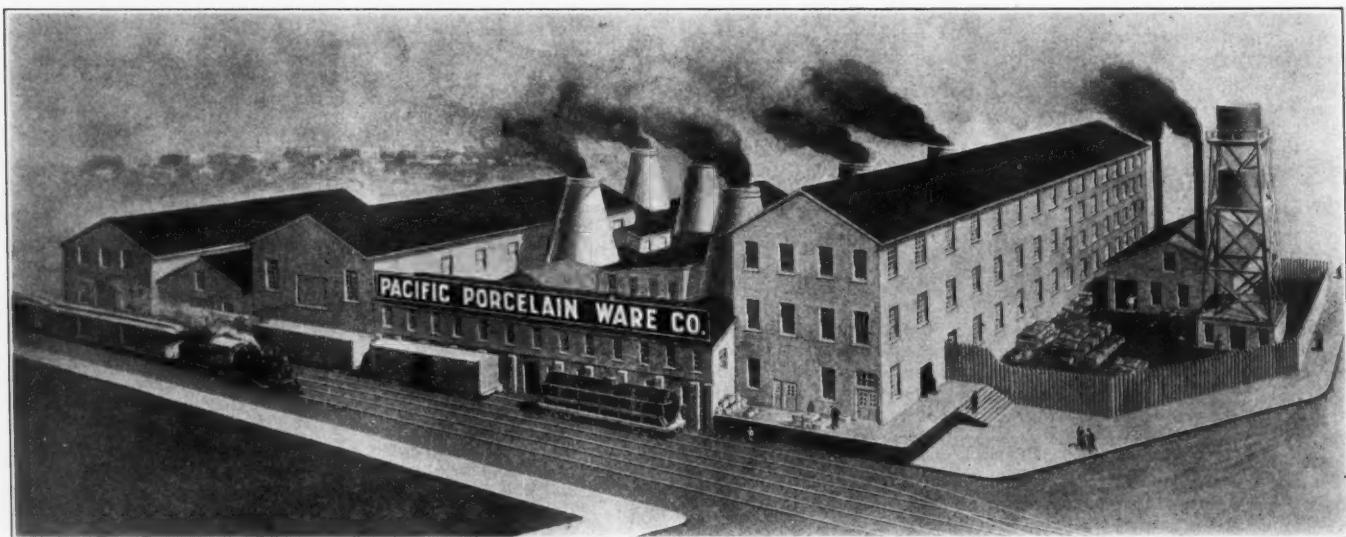
From the statements issued by manufacturers in nearly all the industrial centers it would seem to indicate that orders are pouring in at a volume never before equalled in the history of the United States.

This condition would indicate that many of the deferred building operations throughout the country are about to be given a definite start. This, in turn, will doubtless continue to increase

such a demand is always accompanied by higher wages and usually higher prices so long as the process of reconstruction is active and responsive to the normal conditions of trade.

This has been so without any pressing incentive for the population to create any artificial market.

But after this war we find everywhere an intense demand and desire on the part of the people to engage in all kind of operations for the benefit of the returning soldier. And as never before there are more jobs in demand for those same returning soldiers, so also, will there be more and more, pressing demand for the materials which our belated dealers are just now beginning to realize will



ONE OF THE PLANTS WHERE PACIFIC PLUMBING FIXTURES ARE MADE

the demand upon all factory output and sustain, if it does not increase, the prices that have obtained during the war period.

As a matter of fact there seems to be very little time left for the dealer to get into the speculative end of the market.

He has been a little too slow.

When he could have booked his orders at a fair show of profitable margin he dallied along waiting for prices to drop.

If he had looked over the situation he would have discovered that it was not in the cards for prices to drop with the wage scale screwed up to the highest point in the history of the world.

And in all countries, at that.

With no reasonable grounds of expectation that wages would drop in the next five years.

And with every governmental agency supporting the present wage scale as a just and equitable division of profit from all industrial activities.

Nothing indicated the presence of falling prices.

Yet the dealer stood still on the Pacific Coast and let a good many chances of fine speculations get away from him.

His shelves went dry.

And in some parts of the West he is still waiting.

Cheerful soul!

There has never been a war of destruction whether of a peaceful character or one of meditated destruction that was not followed by an acute demand for material to replace the destruction. And

be required to supply the markets in every part of the United States.

This is in the nature of an artificial demand, but it is in no wise artificial, it is a part of the National program, it is a part of the State program as well as of the City and other subdivisions of the State. This being so, what is the use of looking for falling prices? There will be none if everybody waits to jump into the market at once and bull the game.

Furthermore it is very silly to let your shelves go dry instead of encouraging business, hustling for business and making business, in the good old fashioned way.

It gets you no where except into the hole on a big rent charge for empty space and ornamental clerk hire.

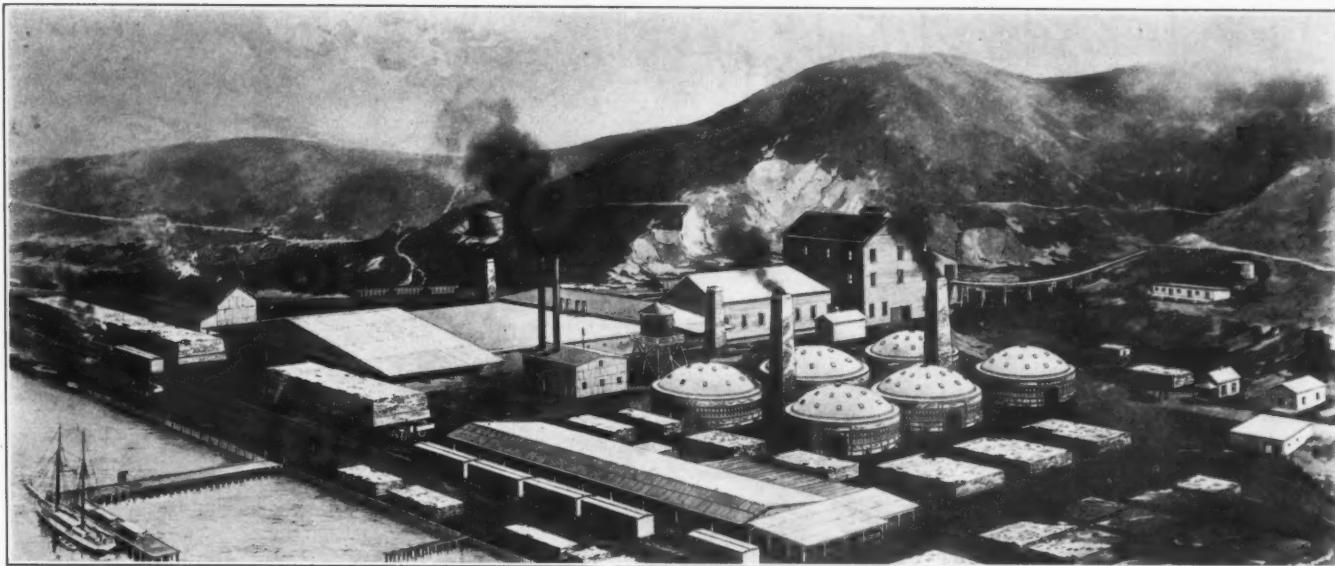
If the local conditions get away from the dealer it will be his own fault. He has given a too ready ear to the claims of prospective builders that such a prospect was waiting for prices to drop.

In a way he has encouraged that fallacious notion.

The prices won't drop for some time to come if they ever do drop.

For the past 50 years prices have gone steadily upwards. They have jumped by leaps and bounds after each of our wars.

The schedule of prices on a number of building commodities in 1864 ranged around \$194.00; while in 1918 they were about \$232.57 for the same list.



PLANTS OF THE RICHMOND PRESSED BRICK WORKS, RICHMOND, CALIFORNIA

Of course there have been some fluctuations. But these are easily explainable. The preparation by foreign countries for war have always furnished an acute demand for gold, thus enhancing its price everywhere and correspondingly diminishing the range price of commodities. That was, also, before we had anything like an elastic currency or a banking system capable of responding to a more or less universal demand. This we have today. And it will always furnish the necessary credit to sustain prices so long as there is any demand for commodities. Furthermore the presence in this country of more gold in our history is an additional reason for continued high prices for everything that goes into the builders list.

My advice to the dealer is to get into the game from all points and stock up or put in his bookings without further delay. He must also co-operate with the contractor and the manufacturer in starting things in his own community. He must let the facts leak into the minds of his neighbors that they can look for no great reductions in the cost of materials for a long time to come. When he does this he will be making an investment in the future that will be of inestimable value to himself, his community and the country at large.

As an evidence of good business judgment we may witness the program of building inaugurated by the Chevrolet Motor Company of Oakland. The men behind this enterprise are of national strength in the financial and manufacturing field.

They are familiar with conditions all over the country. They are also engaged in the same lines in Canada and other foreign countries. Yet they are not waiting for falling prices. They are building right now and getting ready to take care of the immense business that is sure to come, in the immediate future, to those prepared to take care of their orders.

A number of other instances might be cited from far seeing and enterprising corporations and men; but what's the use of multiplying precedents?

The dealer who is wise will not wait to make business even if he hasn't got it at present; and when he commences making business the other fellow will follow and in a short time the man with the stock on his shelves will be the man who will make good along the whole line. For there was never a fairer or more promising field in the whole range of human history for the legitimate dealer to reap the rewards of industry and business sagacity.

Lewis F. Byington, in an address before the Conference of the Home Industry League at the Palace Hotel on Tuesday April 29, spoke on the need of heartier support by the people for those firms which were striving to place California-made goods firmly on the market. Byington insisted that the people must be made to realize the importance of supporting home manufactures if they wished to see the cities of the western states grow and prosper as manufacturing centers as well as big commercial ports. Delegates to the conference included heads of the various chambers of commerce and development boards throughout the State.

It was called to perfect plans for "Made in California Week," to be celebrated throughout the State, May 5 to 10.

Baldwin Vale, president of the Home Industry League, presided and Edward H. Brown, manager of the league outlined the "Made in California Week" campaign.

The visit to the United States of the Philippine commission working to secure the independence of the Islands has brought to the fore the subject of the commercial and industrial progress which those islands have made during the past decade. According to a compilation recently made by the staff of the National City Bank of New York, the commerce of the Philippines Islands has increased about seven times its original figure since the annexation to the United States. Philippine trade with the world averaged \$35,000,000 a year in the decade preceding their annexation and was \$234,000,000 in 1918. Exports averaged \$2.50 per capita prior to the annexation. Now they are \$15 per capita. The growth in the exports of the Philippines has occurred almost exclusively in natural products. Manila hemp, cocoanut oil, copra, sugar, tobacco and cigars are the principal articles forming the rapidly growing export trade, which has grown from \$15,000,000 in 1899 to \$136,000,000 in 1918. Manufactures of all sorts make up the total of imports, which has grown from \$25,000,000 in 1900 to practically \$100,000,000 in 1918. It is estimated that from \$75,000,000 to \$100,000 of American capital is invested in the Philippine Islands.

The entire Pacific Coast is behind the movement to secure more adequate rail rates, and is prepared to go the limit in order to see that justice is done the big cities of the coast in the traffic war. A committee representing the whole coast will meet at the Waldorf-Astoria Hotel on May 4, to arrange the organization of the campaign which will be carried on to secure equal import-export rail rates from the Director of Traffic of the railroads Edward Chambers. The situation will be taken up with that gentleman in Washington on May 6.

The committee, which will represent the Pacific Coast at the Washington conference was selected here following a Chamber of Commerce luncheon to delegates to the sixth National Foreign Trade Convention.

**Buy Victory Bonds!**

# REAL ESTATE·LOANS & INSURANCE

## GENERAL TREND OF THE REALTY MARKET

**S**TARTING with the latter part of March and continuing to date, with promise of greater development, the local and state realty market has awakened to life with substantial indications that property owners, builders and architects are determined to start building the new homes so greatly needed all over city and state.

The heavy advertising recently done by San Francisco Bay section tracts which have been on the market before, and the announcing of new subdivisions, tells plainly that, in spite of the unsettled political and industrial conditions all over the world, the general public and the owners of property feel that something else is necessary besides talking of contemplated work as soon as the war is over and peace conditions are adjusted.

"The time has come to get in and build" said Geo. Gompertz, director in the Building Industries Association of San Francisco "and for owners of property to hold out for lower prices in materials and labor seems to me, a very poor policy. The demand for homes and business buildings of all types indicates that new structures will be occupied as soon as they are constructed. I am acting on this theory myself as I am having twelve houses built on some property I own on the east side of the bay. Though prices are high for building materials, on the other hand, rents have advanced so that while the original cost of building may seem excessive, when compared with the same work of a few years ago, still the greater income derived from houses should balance the transaction or at least help to make things break even."

## CITY HIGH CLASS RESIDENTIAL TRACTS ACTIVE

Considerable work and selling is going on in the West of Twin Peaks district, and with the demand for new homes as keen as it is, this choice residential section should soon become one of the most popular living places for people of refinement and moderate means. The various tracts such as St. Francis Woods, Ingleside Terrace, Westwood Park, Forest Hill and other subdivisions have made this section artistically and architecturally equal to the choicest residential parts of many big eastern cities. Up to the time these subdivisions put in with their modern driveways, their parking and flower bordered walks, their artistic street lamps and the many other useful and ornamental improvements, San Francisco did not have much to boast of in the way of high class residential districts. Westwood Park, is now making an effort to secure home builders for this section who will help keep up the high standards set for the residents of the park and who will live up to and uphold the restrictions of the district. Westwood Park, with its splendid tree lined streets, elegant homes already built, and its trees and flowers, should appeal to every lover of the beautiful in homesites.

Sea Cliff is another subdivision which has gone steadily forward since it was placed on the market a few years ago. Many new homes have been put up during the past year on this tract.

## EIGHTEEN CITIES ORGANIZE FOR OWN-YOUR-OWN-HOME CAMPAIGNS

Eighteen cities are organizing for an Own-Your-Own-Home campaign along the lines suggested by the United States Department of Labor. Campaigns either are in progress or about to open in Billings, Mont.; Charleston, W. Va.; Chicago, Ill.; Cleveland, Ohio; Denver, Colo.; Jacksonville, Fla.; Johnstown, Pa.; Lynchburg, Va.; Middletown, Conn.; Milwaukee, Wis.; Philadelphia, Pa.; Portland, Oreg.; Salt Lake City, Utah; Seattle, Wash.; Spokane, Wash.; Staunton, Va.; St. Paul, Minn.; and Toledo, Ohio.

In each of these cities there is a determined shortage in dwellings and the Own-Your-Own-Home campaign is being waged as a civic movement with the co-operation of every organized element interested in municipal and social problems.

In sixteen other cities tentative plans are under way and from them will come, doubtless, many more vigorous campaigns for home owning and home building. In all these cities the club women, the clergy, financial interests, municipal officials and the labor organizations are being appealed to by the United States Department of Labor to do their utmost in assisting the campaigns to get under way. In the cities where campaigns now are on the women are proving valuable as missionaries for the "Own-Your-Own-Home" gospel.

Since labor is so importantly involved in the home building projects, labor organizations are being invited and urged to take a conspicuous place in the campaign work in each community. Most of the homes built in this sort of a movement are for laborers and salary earners and the building of these homes provides employment for the building trades and common labor. There is, therefore, a double benefit in the home building and owning movement for labor and, through its organizations, in most localities, it is co-operating with enthusiasm.

## SUBURBAN PROPERTIES TAKE ON GREAT SPRING DRIVE

East Bay realty tracts and San Francisco Peninsula subdivisions, in common with the general trend towards a real estate revival, have shown more improvements and transactions, recently than for a long time past. Oak Knoll Manor, a new subdivision near Redwood City is making an extensive campaign to attract home buyers. This tract, which is located in the wooded low foothills back of Redwood City offers many advantages to those who wish to own a peninsular home.

Since the owners of Thousands Oaks in Berkeley held their auction sale, considerable interest has been awakened in this splendid residential section of North Berkeley. Many new lot owners are preparing to build and sales are being made every day, presaging a splendid future for this section.

Berkeley Highland Terrace is another North Berkeley subdivision which is showing great activity. With splendid transportation to San Francisco and the east bay cities, and high grade improvements all in, this tract is being looked upon favorably by many home seekers and speculators.

Excelsior Boulevard, in the Lakeside District, Oakland, is now enjoying a run of good sales which can be directly traced to the desire for homes in the east bay cities and the vigorous advertising campaign which the owners of the tract have been conducting of late. The property is well worth acquiring and will undoubtedly enjoy a rapid raise in value as soon as extensive buildings planned are under way. Many fine homes are now built on Excelsior Boulevard, which, has been transformed into a region of great residential beauty.

## COUNTRY REAL ESTATE AND FARM TRACTS

Though the realty movements of the cities have been quicker to awaken since the close of the late hostilities, operations in farming lands and selling in many parts of the agricultural sections of the state have shown considerable advancement. The acquiring of a small farm home has been, and still is, the main desire of many men of family. They see in the acquisition of a small home farm the means to independence and healthful living conditions. The steady inquiry for, and sale of, desirable orchard and farm lands is the result of this land hunger of city people and home loving folks.

One of the most important moves in the country realty line is the big sale inaugurated early this month by the California Delta Farms, Inc., of their delta lands. This corporation which owns 40,000 acres of rich delta land in the San Joaquin country fifteen miles below Stockton has placed 5,000 acres on the market, to be sold in farms running from 80 to 200 acres each or more if the buyer so desires.

The crops which the farmers of these lands raise are said to be marvelous both in quantity and quality. Potatoes, onions, corn, asparagus, barley, beans, celery, etc., attest the richness of the soil and the great variety of produce which can be grown.

## SUPERVISORS ASK BUILDERS SUPPORT FOR STATE BUILDING

The Board of Supervisors of San Francisco have adopted a resolution introduced by Supervisor Nelson asking the State Building Trades Council to lend its support to the proposal to get the legislature to appropriate \$350,000 for a state building in the Civic Center. The \$1,000,000 in bonds voted by the people for the building have been sold and the money is drawing 4 per cent interest. Owing to the increased cost of labor and material, the building cannot now be constructed unless additional money is made available.

